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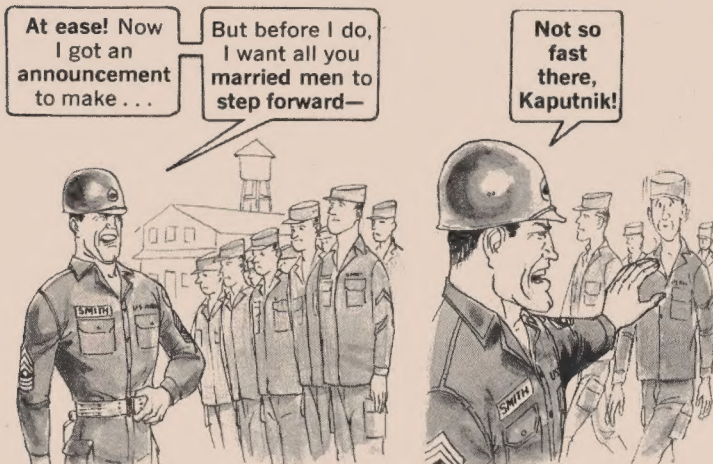
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# MAD STALKS DEATH SUPER SPECIAL #104 JUNE 1995



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**TOMB IT MAY CONCERN!**  
**MAD'S ALL-NEW FUN DEATH KIT**  
**WILL HAVE YOU GASPING FOR**  
**LIFE-GIVING AIR!**.....

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**\*\*Various places around the magazine**



LETTERS  
AND  
TOMATOES  
WITH SPECIAL  
SAUCE  
DEPT.



Hello out there in magazine reader land! Way back in Super Special #101 I promised we'd run the looniest Balloonatics you loonies could send in! As you knuckle-heads know, Elron always keeps his word! So, instead of lethal letters, in this issue I'll be showing you a plethora of pictures!



Ooo!  
That  
feels  
good!

HELP!  
I'm trapped  
in here!

Ooo!  
That  
feels  
good!

BLAKE BILLINGS  
Memphis, TN

Don't worry,  
I hear  
bed-wetting  
can be cured!

Ooooooh!  
I think I sipped  
too much of the  
monkey juice!

JACK SYRACUSE  
Detroit, MI

DAVID GREENWOOD  
Hanover, MD

JOHN HEPKOSKI  
Rogers, MN



CLYDE RENKO  
Williamstown, MA



J. SHATRAW  
Canton, NY



GRAHAM POLLACK  
Clarence, NY



CASIMIR ROBINS  
Poughkeepsie, NY



Luka Lee  
Shatin, Hong Kong



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AD  
MIC STRIPS

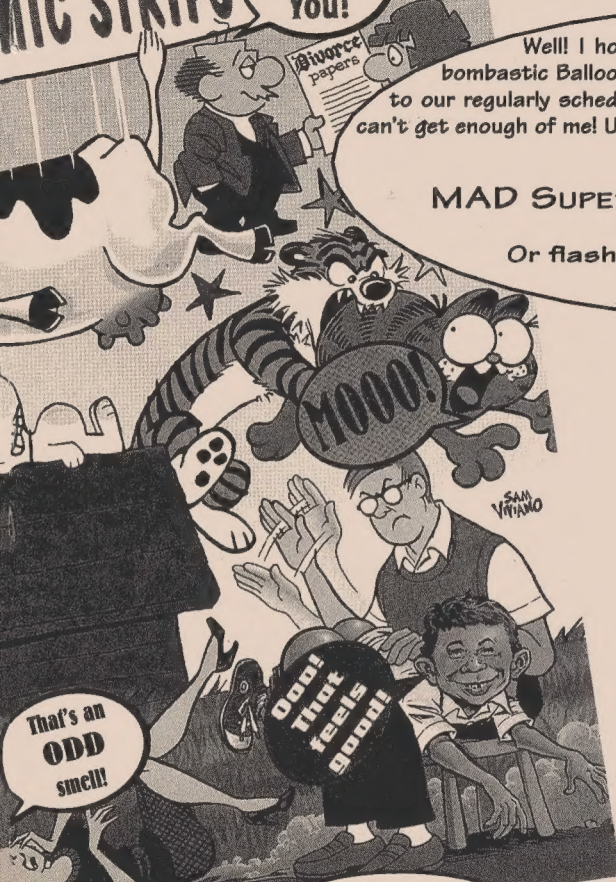
Well! I hope you've enjoyed this jolly jigsaw of bombastic Balloonatics! In the next Super Special we'll be back to our regularly scheduled letters page for all you Elron lovers who just can't get enough of me! Until then, keep your kooky correspondence coming to...

Elron

MAD SUPER SPECIALS 485 MADison Avenue  
New York, NY 10022

Or flash me a FAX at: (212)752-6872

Later for you! Ah-ha-ha-ha-ha!



JOSH HILL  
Cherokee, IA





ONE TO A CUSTOMER DEPT.

# HERE IS THE ULTIMATE IN PLANNED O **MAD ONE-TIME-**

ARTIST: AL JAFFEE

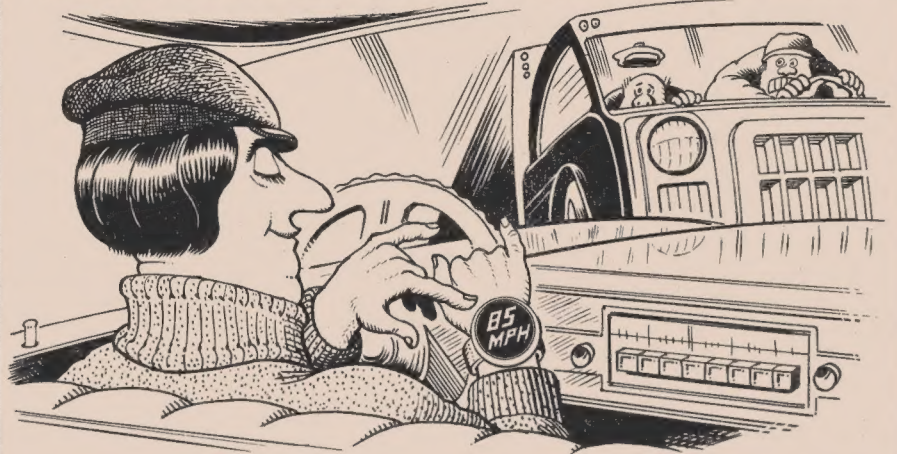
SKYDIVERS LAST RITES/KADISH  
EMERGENCY CASSETTE PLAYER



995.7 MM LOW-TAR MENTHOLATED CONDEMNED DICTATOR FILTER CIGARETTE



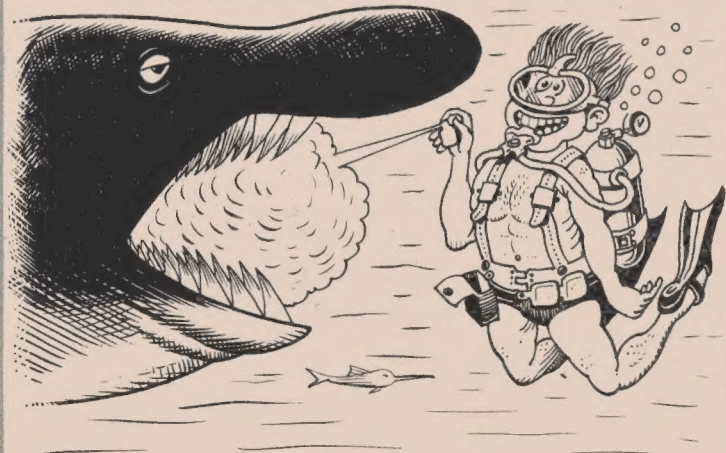
PRE-IMPACT PULSAR WRIST-WATCH-TYPE SPEEDOMETER/TACHOMETER RECORDER



SWANSONG'S GOURMET LAST MEAL FROZEN TV DINNER



KILLER-SHARK BINAKA-BLAST BREATH SWEETENER

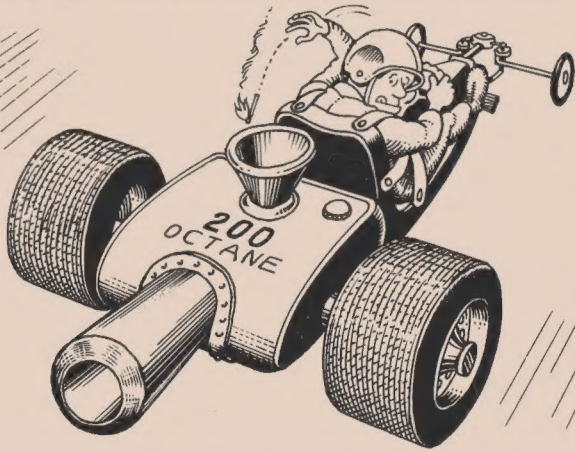




# BSOLESCENCE...AN ASSORTMENT OF... USE PRODUCTS

WRITER: PAUL PETER PORGES

495.7 MPH EXTERNAL-COMBUSTION-DRIVE DRAG RACER



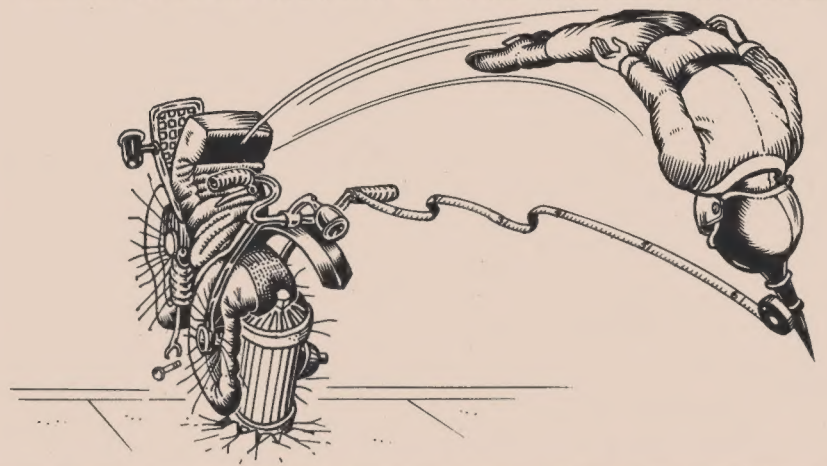
SAN ANDREAS FAULT SPLIT-LEVEL CLIFF-HOUSEBOAT



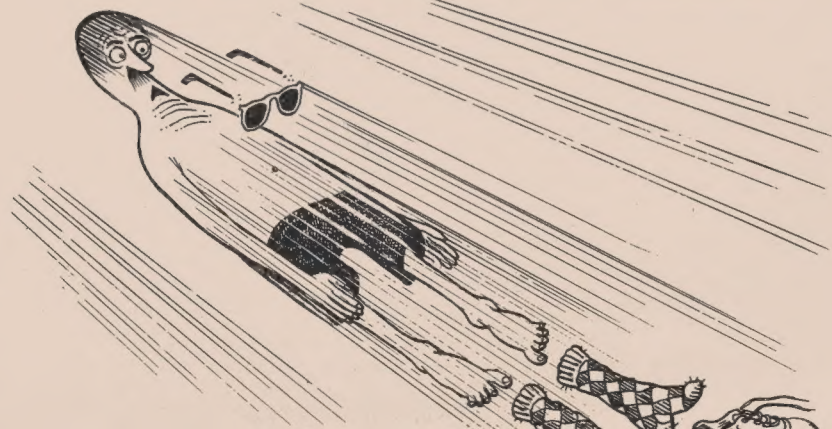
ABSENT-MINDED DROWNING VICTIMS  
WHOLE LIFE 8MM PROJECTOR-VIEWER



COMBINATION MOTORCYCLE CRASH HELMET AND CATAPULT DISTANCE MARKER



DESIGNER-STYLED SHATTER-PROOF ATOMIC BLAST VIEWING GLASSES





LOVERS-LEAP UNISEX COMBINATION JUMPSUIT



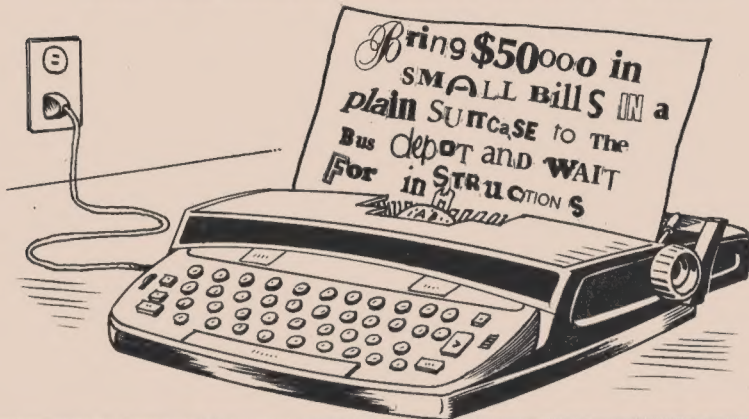
COMBINATION LAST WILL AND TESTAMENT AIR-SICKNESS BAG



END-OF-THE-WORLD DOOMSDAY DIGITAL-TYPE CLOCK-RADIO



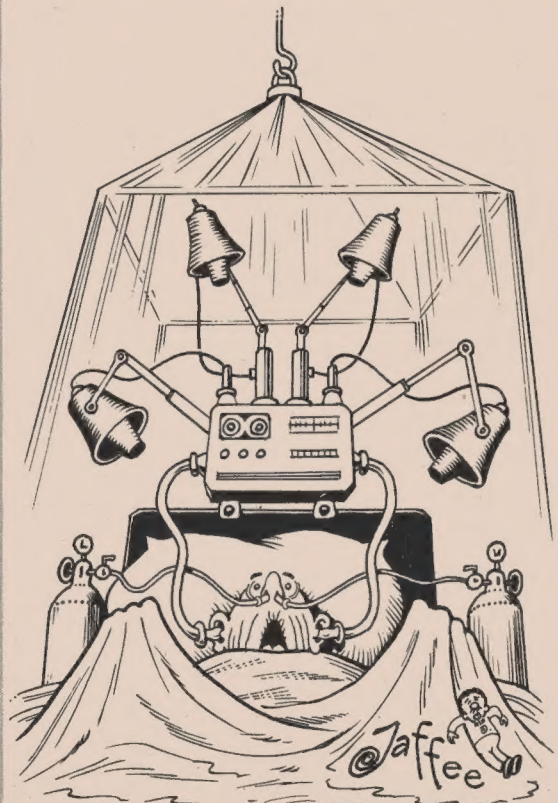
MULTI-FACED NOISELESS ELECTRIC RANSOM NOTE TYPEWRITER



VULTURE-SCAVENGER PEST-CONTROL AEROSOL SPRAY



INTENSIVE CARE HI-FI 8-TRACK OXYGEN TENT STEREO UNIT WITH OPTIONAL INTRAVENOUS HEADPHONES



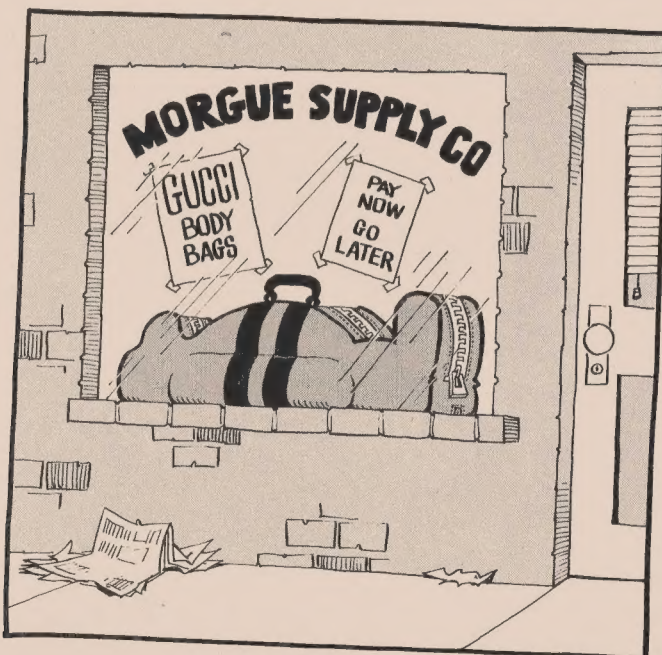




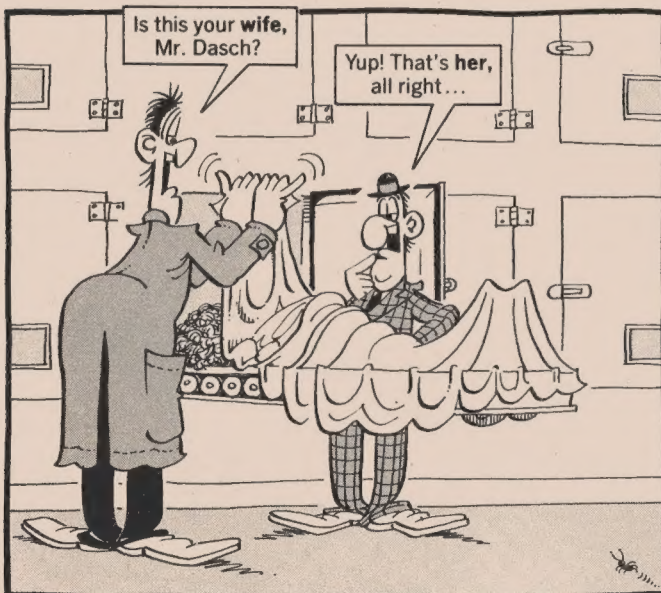
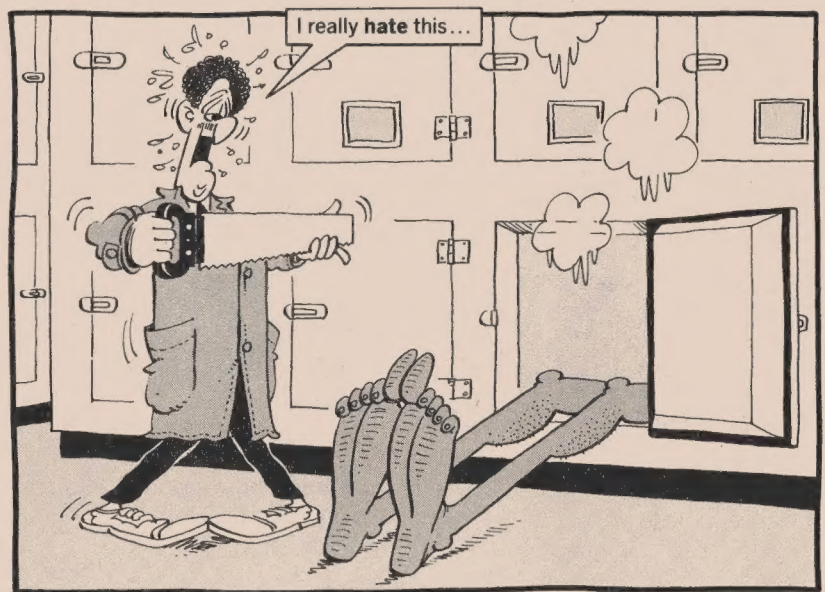
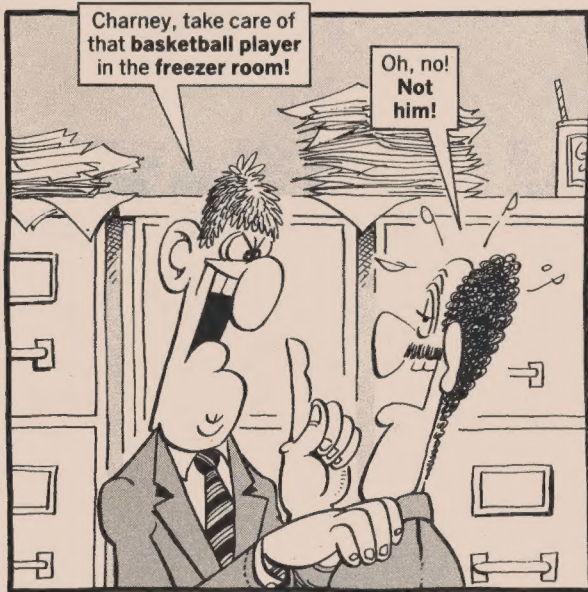
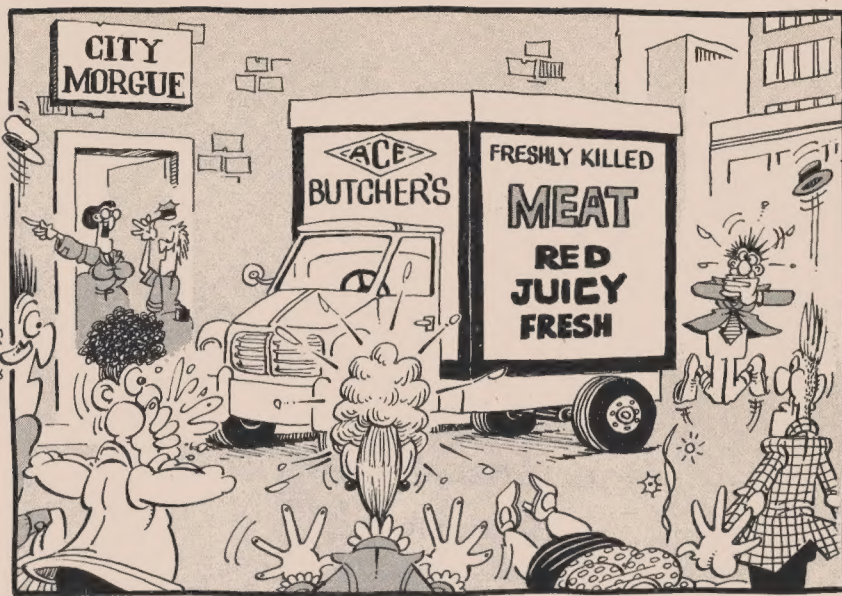
# DON MARTIN VISITS THE MORGUE

ARTIST: DON MARTIN

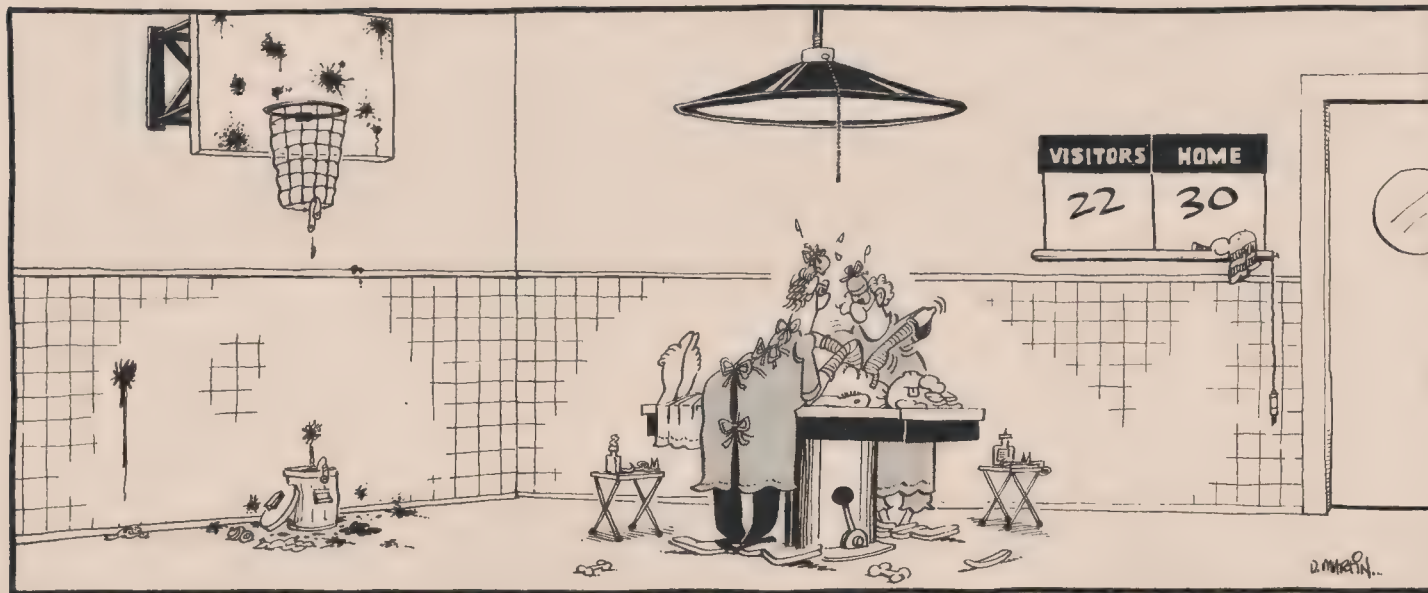
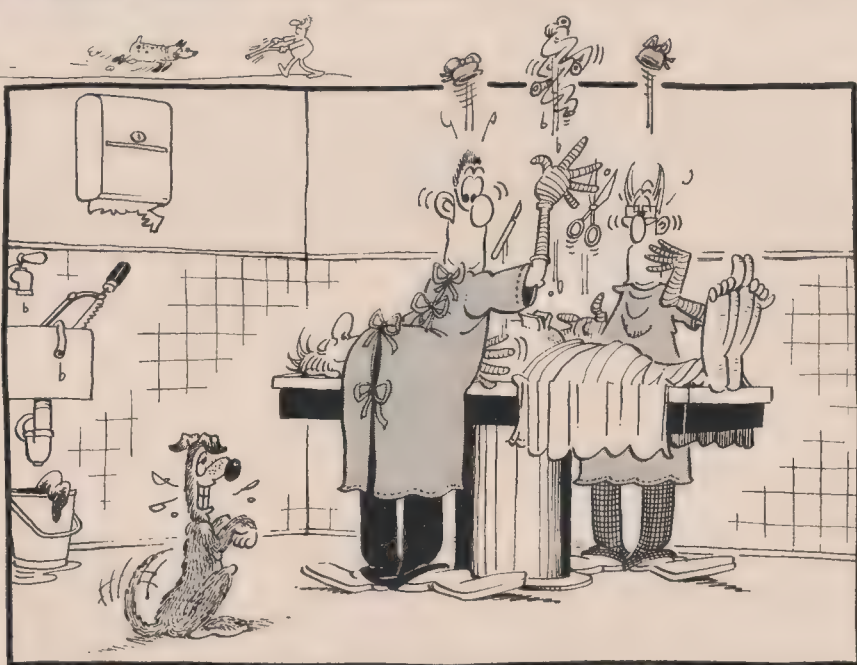
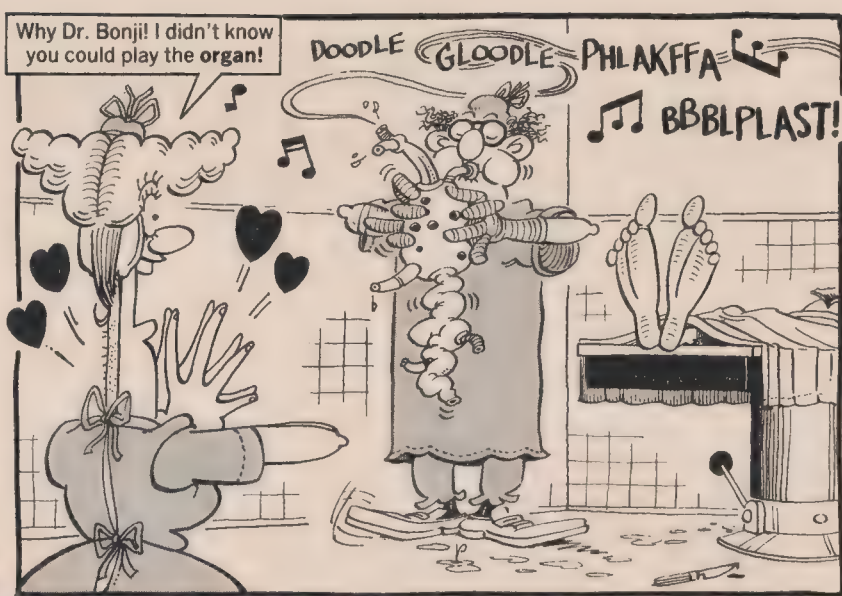
WRITER: DON EDWING









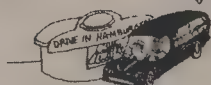




**W**hen an important person dies, his obituary is written up in newspapers. But when a beloved tradition, pastime, or way of life dies, the event often goes unnoticed. MAD feels it is time to honor all those wonderful, hallowed institutions that once made our world a happy place to live in. Let us then give these dead (or dying) customs their final send-off as we now present:

# OBITUARIES FOR TRADITIONS, PASTIMES AND OTHER DYING-OUT LANDMARKS OF THE AMERICAN WAY OF LIFE

WRITER: FRANK JACOBS



THE NEW YORK TIMES,

## Death of Efficient Service a S

### Salesman Always Right

Special to The New York Times

Millions of Americans were stunned today to learn of the death of Efficient Customer Service.

"I thought it was dead already," said Mrs. Sophie Ent-whistle, who was being ignored by three sales clerks in a Phoenix department store when she heard of the death.

### Small Loss to Nation

"A good friend has departed from our midst," said Philo Warproot, cringing from a salesman's insults in the Kuppenheimer Room of Phil's Suit Emporium, Wichita, Kansas.

### Couldn't Care Less

"I never knew it existed at all," said teenager Kyle Wiltfang, being elbowed in the pelvis by a cashier on her way to her rest period in a boutique in Poughkeepsie.

"Good riddance," said sales-girl Wilma Wiltfang (no rela-

## FIVE-CENT CUP OF COFFEE

### Dies After Long Struggle

Special to The New York Times

After a ten-year struggle for survival, the Five-cent Cup of Coffee died yesterday at the age of 174. Death was attributed to inflation, greed, and the high cost of dishwashers.

### Truck Driver Favorite

Thousands of mourners are expected today to file past the giant coffee urn in Harry's Diner, Valparaiso, Indiana, where the deceased spent its last years in loneliness.

The remains, which now rest in Harry's outdoor garbage can, will eventually be interred in the Valparaiso city dump.



# nt Customer hock to Millions



tion to Kyle), while mixing up sizes and removing price tags in the "Economy Girdle Department" of Yulvey's Ready-To-Wear, Altoona, Pa.

## RELIABLE POSTAL SERVICE IS DEAD

Special to The New York Times

Reliable Postal Service died three months ago, according to a report received today in the mail.



As a gesture of respect, hash-houses throughout the country will be closed today for five minutes during the mid-morning coffee break, with waitresses wearing their aprons at half-mast.  
A memorial over nationwide television will be conducted at 10 p.m. tonight by Juan Valdez.

# CLEAN AIR DIES AS NATION GASPS

Special to The New York Times

Clean Air is dead at the age of 3,132,445,869.  
Death took place at 1:33 this afternoon when the final trace, a small breathable patch above Lincoln, Neb., was smogged out.

## Thick as Pea Soup

In healthy condition for centuries, Clean Air suffered its first attack in the late 1940's, in the form of a local smog infection in the Los Angeles area.  
Efforts to stem the infection failed, and soon new outbreaks occurred over Pittsburgh, New York City, Chicago, Philadelphia, Detroit and northern New Jersey. Even then, the infection was not termed malignant.  
But as the disease spread, the country grew alarmed. Frantic attempts were made to localize the infection, but it was too late. One by one, entire



states succumbed in a cloud of despair.  
There will be no funeral services, due to survivors being too choked up to speak.

# Melody in Popular Music Dies

## Was Close Friend of Musicianship

Special to The New York Times

Melody in popular music died today amid mysterious reports of foul play. An inquest will be held tomorrow, with Rock 'n Roll the chief witnesses.  
Born in ragtime, raised in jazz, and educated in swing, Melody survived two world wars and a depression. But with the death of its close friend, Musicianship, in the mid-1960's, it realized it had nothing to live for.  
Nevertheless, Melody fought for survival, occasionally making a public appearance at a jazz concert or appearing in the background at a Frank Sinatra recording session.



During its last years, it was in an obviously weakened condition, existing only on thin Muzak.  
The family has requested no music be played at the funeral.

# Baseba of Co

## Once U.S. Nation

Special to The New York Times

Born in 1839 to a family of bleday, Baseball grew into the national sport. But lately, a series of setbacks, including enlarged strike zones, construction of parks, and the exorbitant schedule.  
Permanent 7th Inning Stretch  
Baseball, once a national pastime, died today following an epidemic of weariness.  
Death occurred at Municipal Stadium, where Indians and the Sox played to a scoreless tie before the game was called because of dawn.

# CRAFTSMAN IS DEAD

## From Lack of

Special to The New York Times

Craftsmanship stayed of America died yesterday following attempts to replace it with new blood.  
From its humble pioneer days, Craftsmanship grew to become the nation. But it weakened itself by taking on cheap foreign imports, rocketing labor ailments.  
Gradually, it lost its strength, forced to leave the industry in order to survive. In 1955, it was seen in shops and backyards where it quietly last years.  
Several attempts to revive it with new

PLEASE  
DON'T  
GET  
YOURSELF  
ALL  
WORKED  
UP  
AND  
HOT  
UNDER  
THE  
COLLAR  
BECAUSE  
YOU  
CAN'T  
READ  
THIS  
LAST  
COLUMN  
OF  
OBITS.  
THE  
ENTIRE  
COLUMN  
IS  
REPEATED  
ON  
THE  
NEXT  
PAGE  
AND  
YOU  
CAN  
READ  
IT  
THERE,  
CLOD!



# Baseball Dies of Collapse

Once U. S. National Pastime

Special to The New York Times

Baseball, once America's national pastime, died in its sleep today following a four-year epidemic of weak hitting.

Death occurred in Cleveland Municipal Stadium after the Indians and the Chicago White Sox played to a 43-inning scoreless tie before 39 fans. The game was finally called because of dawn.

## Permanent 7th Inning Stretch

Born in 1839 to Abner Doubleday, Baseball eventually grew into the nation's greatest sport. But lately it suffered a series of setbacks, namely the enlarged strike zone, the slider, construction of pitcher's ball-parks, and the exhausting road schedule.



Despite its anemic condition, Baseball fought for its life, often being revived by transfusions of new franchises and an occasional home-run hitter.

But in the late 1960's, it took to its death-bed, unable to withstand a feeble commissioner. Finally, it was bled to death by the club-owners, headed by Walter O'Malley.

# CRAFTSMANSHIP IS DEAD

From Lack of New Blood

Special to The New York Times

Craftsmanship, once a mainstay of American industry, died yesterday following vain attempts to replenish it with new blood.

From its humble birth in pioneer days, Craftsmanship grew to become the pride of the nation. But as it grew, it weakened itself fighting off attacks from mass production, cheap foreign imitations, skyrocketing labor costs and other ailments.

Gradually, Craftsmanship lost its strength and was forced to leave modern industry in order to stay alive. Since 1955, it was seen only in small shops and backwoods areas, where it quietly lived out its last years.

Several attempts to revitalize it with new blood failed,



and last night it finally priced itself out of existence.

It is survived by an illegitimate son, Planned Obsolescence.

## AMERICA MOURNS PASSING OF RUGGED INDIVIDUALISM

The American people today mourned the death of Rugged Individualism.

Funeral arrangements have not been made, due to the lack of anyone willing to take charge.

# PATRIOTISM LOSES FIGHT FOR LIFE

Special to The New York Times

Patriotism is dead.

It is survived by two close relatives, Mom and Apple Pie, both of whom are not expected to live out the year.

Born in 1776, Patriotism lived through many ailments but could not survive several recent attacks which left it mortally wounded.

The President has ordered all flags to fly at half-mast. It is doubtful whether the order will be carried out as all flags have long since been torn down and burned.

## Last Refuge of Scoundrel

Burial services will take place in the Haight-Ashbury district of San Francisco. Pallbearers include Mario Savio, Stokely Carmichael, Mark Rudd and Jerry Rubin.

# MIDDLE AGE VANISHES

Is Presumed Dead

Special to The New York Times

Middle Age has disappeared and is presumed dead.

In times past, it led a full life and was accepted by millions of Americans. But in the 20th century it became unpopular. Recently it was so despised that both men and women shuddered each time it made an appearance.

## No Trust for Over 30ies

The direct cause of Middle Age's death may never be known. However, experts believe it was unable to fight off an onslaught of cosmetics, hair rinses and diet pills, and that it most likely committed suicide.

Next of kin will be notified just as soon as someone can be found who will admit to having known the deceased.

## CHRISTMAS SPIRIT DIES

Christmas Spirit died today after a lingering illness of almost 2,000 years.

# America Mourns Passing of Doctor's House-Call

Special to The New York Times

Millions of Americans today are mourning the Doctor's House-Call, which died yesterday after several hundred years of devoted service.

The House-Call enjoyed good health until the early 1950's, when it suffered a stroke from which it never recovered. During the past few years, it was rarely seen, except in cases involving extremely wealthy patients or members of the doctor's own family.

## Aspirin with Lots of Water

The House-Call is survived by two distant cousins, the Office Visit and the Out-Patient Clinic. Funeral services are being handled by the American Medical Association, who have ordered the coffin permanently closed.

# HONEST CAR REPAIR DIES IN OBSCURITY

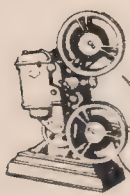


Honest Car Repair, once a thriving American institution, died today in its last remaining outpost, a small garage in Red Bank, N. J.

Death took place following the repair of a 1966 Dodge Polara suffering from a faulty spark plug. Following diagnosis, the plug was removed and a new engine was put in, costing the Polara's owner \$566.99, plus labor.

Immediately after presentation of the bill, Honest Car Repair went into a deep coma, from which it never recovered. Last rites were given by the garage's new owner, transmission specialist Myron Scurmly.





HOLLYWOOD DEPT.

# Scenes We'd Like to See

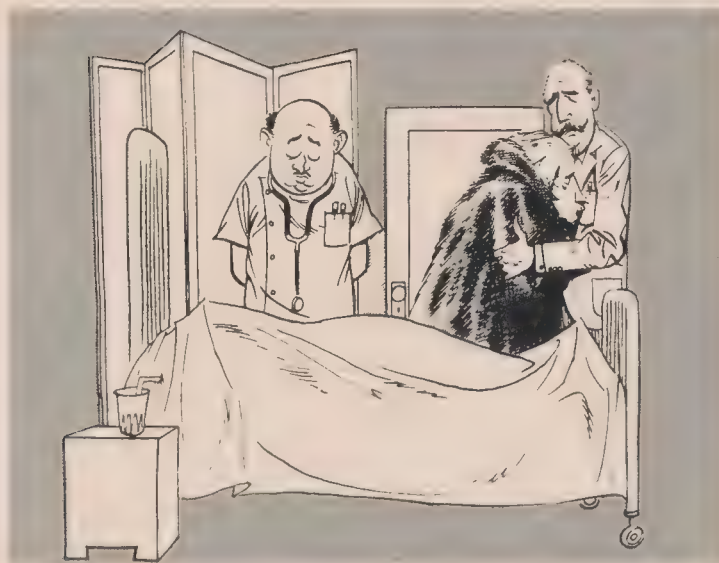
The Doctor's Pronouncement.



WRITER: AL JAFFEE



ARTIST: MORT DRUCKER



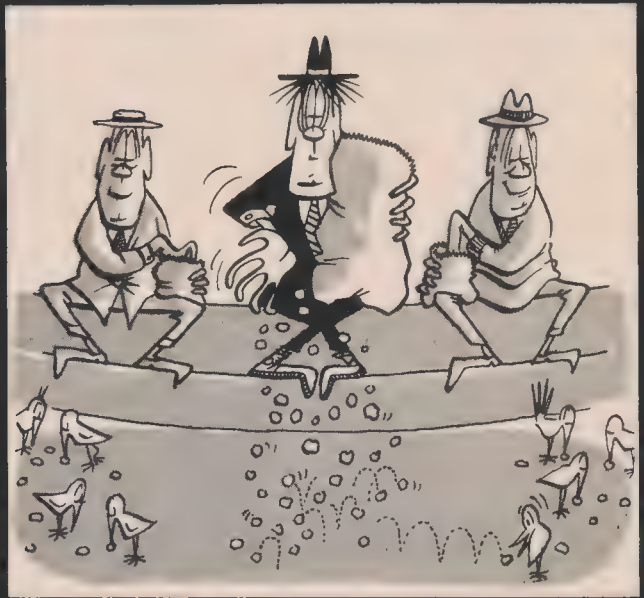
••A Play about Pavlov's Experiments with Dogs called "Bell, Bark and Kennel"••





# UNFORTUNATE PART OF FEEDING PIGEONS

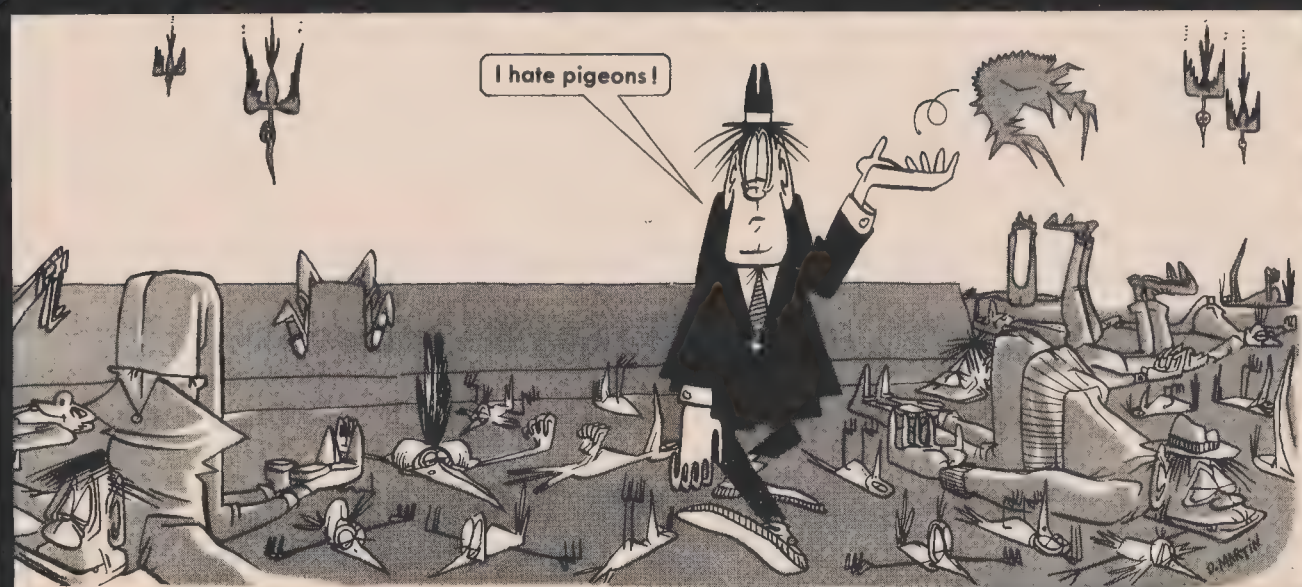
## HOMEMADE POPCORN







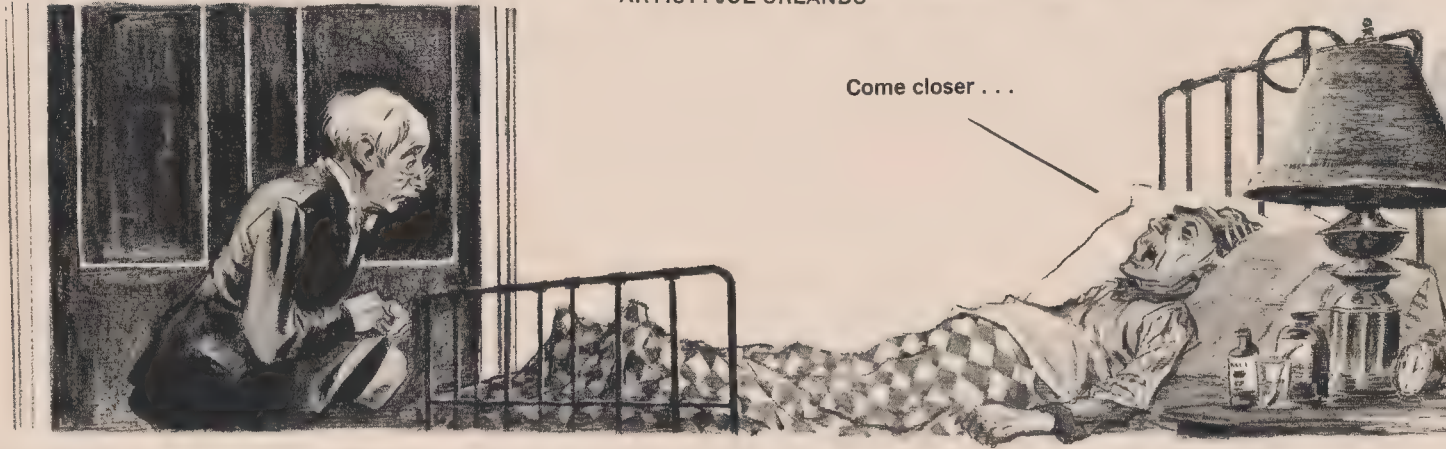






# THE PARTING SHOT

ARTIST: JOE ORLANDO





# THE FACTS

From what we are told  
Without any let-up,  
We might just as well  
Not bother to get up!



The cars that we drive  
Are lethal, they say,  
And so is the air  
We breathe every day.



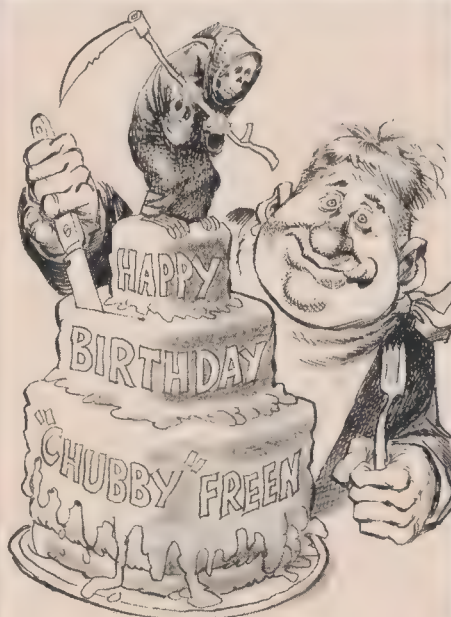
Our lakes and our streams  
Are so putrified  
That taking a swim  
Is sheer suicide.



The bright shining sun  
Has dangerous rays  
That deepen our tans  
But shorten our days.



And healthy red meat  
Is loaded with lard  
Which, now we're informed,  
Makes arteries hard.



The doctors all warned  
To curb our intake  
Of sugared desserts  
Like ice cream and cake,



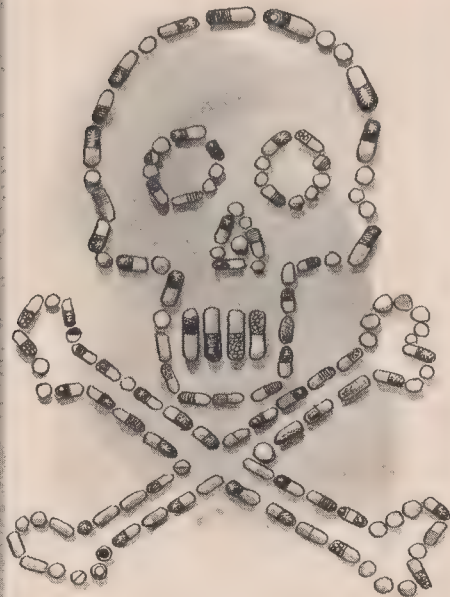
But recent tests prove,  
We learn with alarm,  
That substitute sweets  
Can do us more harm.



# OF LIFE (& DEATH)

ARTIST: JACK DAVIS

WRITER: RONNIE NATHAN



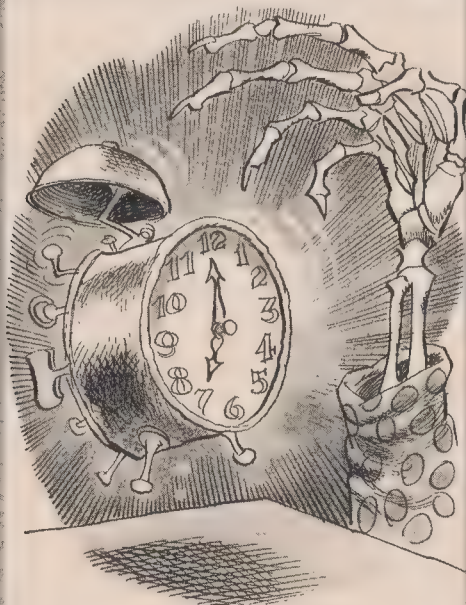
Those new drugs prescribed  
For when we are ill  
Produce side effects  
That quite often kill.



And cows that give milk  
Munch insect-sprayed grass  
Which poisons small pests  
And us, too, alas.



The chemicals put  
Into bread to retard  
Its spoilage can leave  
Our viscera scarred.



The experts said sleep  
Should be long and sound,  
But now too much sleep  
Is fatal, they've found.



They said we should trot  
Through wind, rain and fog;  
But now they find hearts  
Fall down on the jog.



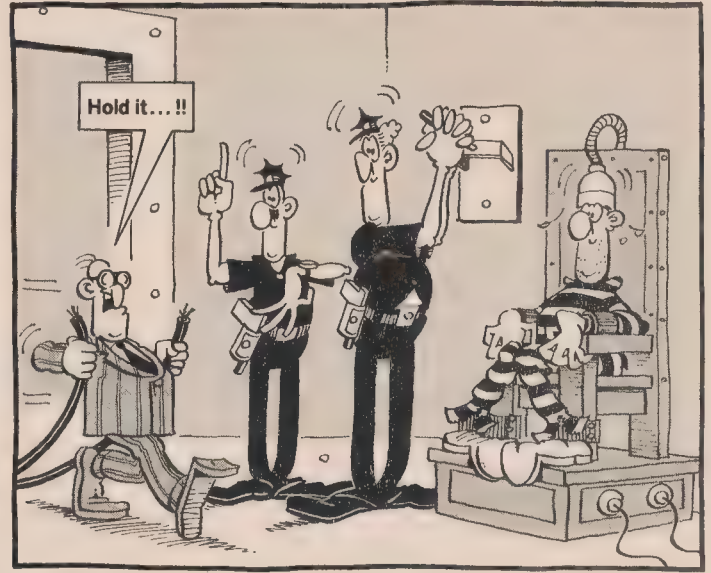
With all of these warnings  
Of pain, doom and strife,  
It's hard to imagine  
A fate worse than life!



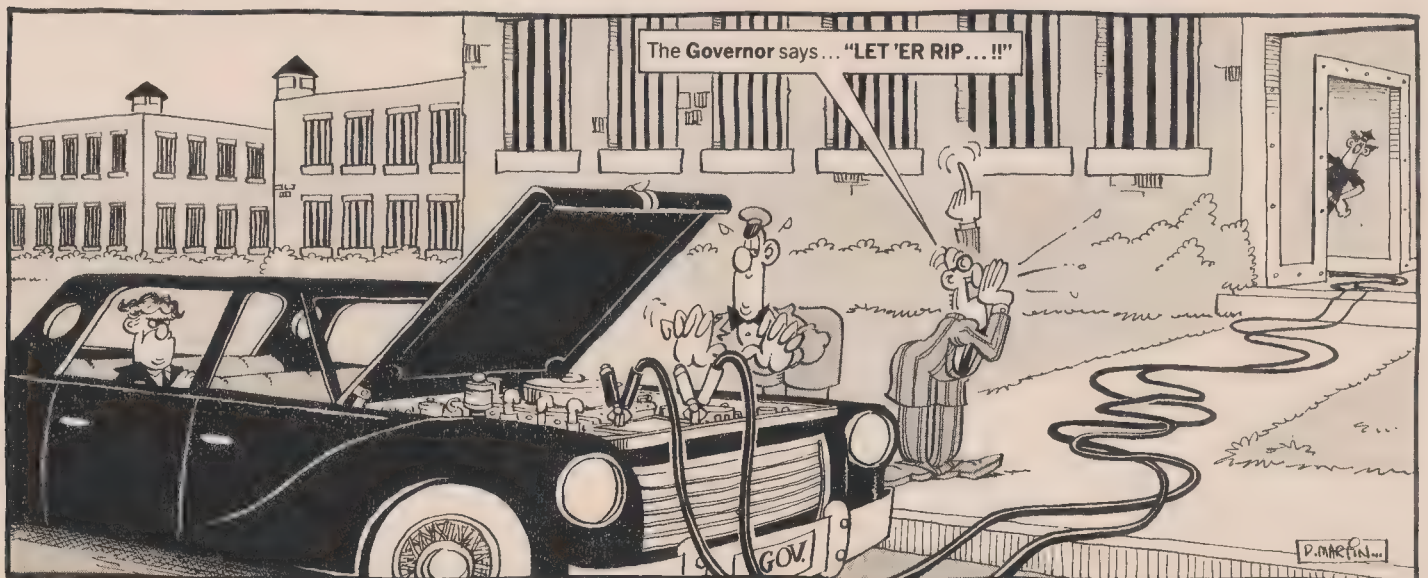
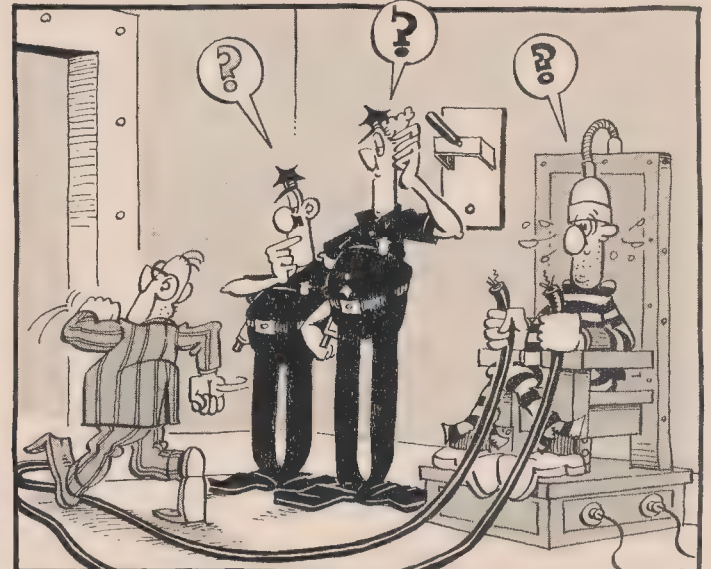
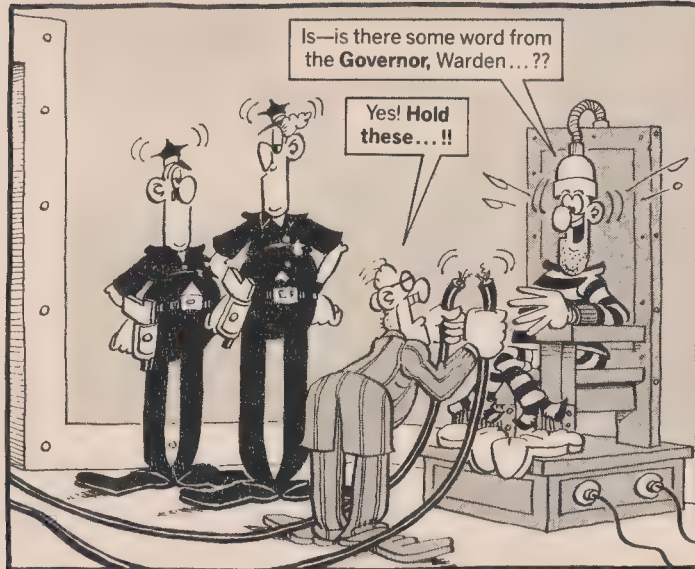
# ONE FINE MORNING AT STATE PRISON



ARTIST: DON MARTIN



WRITER: DUCK EDWING





For many television viewers, the characters on their favorite TV shows are very real. Networks get many letters each year addressed to Steve Austin, Marcus Welby, Maude Findlay and the rest, which proves how true-to-life these characters are. Eventually, of course, even the most successful show runs its course, and after it's cancelled, the characters just disappear. This hardly seems right. After all, if they were lifelike to start with, they should die like the rest of us. Which explains the MAD logic behind these

# OBITUARIES FOR TV SHOW CHARACTERS

WRITER: FRANK JACOBS    IDEA BY: BILLY DOHERTY

## TED BAXTER FOUND DEAD

Ted Baxter, 45, a newscaster for station WJM-TV in Minneapolis, Minnesota, was found dead yesterday in his apartment.

According to the city coroner's report, Baxter had been dead for at least four days before his body was discovered.

Baxter's co-workers expressed mild surprise on hearing of his death.

"We all wondered where Ted was these past few days," said Mary Richards, an associate producer. "Most of us figured he was staying away to give us all a free vacation."

"The first day he didn't show up, I became a little concerned," said station manager Lou Grant, "but the college kid we replaced him with did such a great job that I soon put Ted out of my mind."

In accordance with his wishes, Baxter will be given a lavish funeral, with recordings of his favorite news bulletins being played during the service. Baxter's co-workers have been trying to track down his friends who might wish to attend the funeral. So far, they have had no success.



MR. TED BAXTER

## ARCHIE BUNKER DIES; Noted Bigot Was 66

Archie Bunker is dead at 66.

The noted hard-hat and bigot collapsed of a heart attack last night after learning that his wife, Edith, was one-sixteenth Jewish. Bunker had been in ill health since May, when he developed a nervous disorder brought on by a Jamaican family moving into the house next door. Survivors include,



MR. ARCHIE BUNKER

in addition to his widow, a daughter, Mrs. Mike Stivic, and a grandson. Moments before he died, Bunker removed all of their names from his will. His estate, estimated at approximately \$900, will go to the

Council to Renounce, Eliminate and Eradicate Pinkos. (CREEP) A World War II veteran, Bunker was a member of the American Legion, Veterans of Foreign Wars, and regional vice-president of Patriotic Right-Wingers Indicting Draft Evaders (PRIDE).

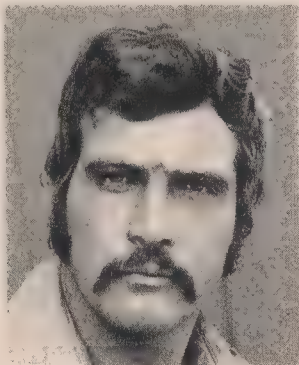
A memorial service for Bunker will be held tomorrow at Grogan's bar. The family requests that no one attend the funeral.



# Steve Austin Dies at 55, A Victim of Obsolescence

Colonel Steve Austin, Government agent, former astronaut, and the world's first bionic man, died last night at 55. According to Austin's superior, Oscar Goldman, death was caused by "bionic obsolescence". Six months ago, Austin suffered a fractured transistor, followed by a pulled hamstring wire and several short-circuited organs. No spare parts were available, so a wind-up key was inserted in Austin's back, which his body rejected. He was kept alive briefly by plugging his body into an electric generator, but last night the plug was pulled because of rising utility costs. A native of Ojai, California, Austin entered the nation's space program in 1968, when NASA was testing its Fiasco rocket, officially known as Project Armageddon. Austin volunteered to test the rocket after 24 other spacemen had refused, affirming at the time his belief in "American know-how and superior technology." After the rocket exploded 15 seconds after launching, Austin, severely injured, was rebuilt completely with bionic parts, the operation costing \$6 million. Unable to pay the bill, Austin agreed to work it off in installments by destroying America's enemies at home and abroad.

Austin will be buried in Arlington National Cemetery next to the grave of Jaime Sommers, the first bionic woman, who died a year ago, a victim of inadequate wiring.



COL. STEVE AUSTIN

# J.J. Evans Dies at 17



Mr. "J.J." EVANS

J. J. Evans, 17, son of Florida, brother of Thelma, and older brother of Michael, died suddenly yesterday. He was working at his summer job as a warehouse assistant at the Acme Munitions Plant.

According to eyewitnesses, Evans absent-mindedly lit a match to get a closer look at a case of high power explosives. The last thing he said, before being blasted out of existence, was "Dy-no-MITE!"

# "Mother" Jefferson Dies of Overdose



"MOTHER" JEFFERSON

"Mother" Jefferson, 78, died today from an overdose of sleeping pills. According to a neighbor, Florida Evans, she had been suffering from a severe depression brought on by an attack of laryngitis, which prevented her from talking.

Neither her son, George, or her daughter-in-law, Louise, were available for comment. On hearing the news of Mrs. Jefferson's death, they took off immediately for an extended holiday and celebration. Funeral services will not be held, there being no mourners.

# Marcus Welby Dies Of Natural Causes

Dr. Marcus Welby, 72, died yesterday of natural causes. The prominent physician collapsed in his home late in the morning and was unable to persuade any of the city's doctors to make a housecall. He succumbed at about 4 p.m., his death coinciding with the arrival of the ambulance he had called five hours earlier.

Said Welby's colleague, Dr. Steven Kiley, "In the world of medicine, these are natural causes."

"I wish I could have saved him," Kiley added, "but he wasn't my patient and I could have been sued for malpractice."

"I knew he was ailing," said Dr. James Kildare of Blair General Hospital, "but I couldn't treat him until I was certain he was covered by Blue Cross." "Welby left a message on my answering service," said Dr. Joe Gannon of Medical Center, "but I was tied up making rounds at the hospital. I'm sorry to hear of his death, but I hear it's going around."

Funeral services will be held tomorrow, at which time, in Welby's memory, mourners will take two aspirins and call each other in the morning.



DR. MARCUS WELBY



## Space Hero James Kirk Dies in NY Mugging

Commander James Kirk, captain of the spaceship U.S.S. Enterprise, died today from injuries sustained in a mugging in New York's Central Park. The future galactic hero was 53.

According to a survivor, Mr. Spock, the Enterprise was caught in a time-warp, which brought it back to the planet Earth in 1977. Kirk and Spock beamed down to Central Park in mid-afternoon and were at once set upon by a gang of muggers.



Commander James Kirk, U.S.S.T.

"We drew our phasers," Mr. Spock recounted, referring to a future space weapon, "but the muggers were too quick for us. Before we knew it, they stripped us of our weapons and communicators and demanded our money."

According to Spock, the muggers were insulted when Kirk could only offer them a bundle of "Zandars," an outer-space currency used by future spacemen to buy souvenirs in other worlds.

"I recall one of the muggers shouting, 'Kill the mother,' which surprised me, as Captain Kirk, to my knowledge, had never bore children," Spock said.

Survivors of Kirk include a great-great-great-great-great-great grandfather, Amos Kirk, a Chicago dentist, and a great-great-great-great-great-great uncle, Marvin Kirk, now a 10-year-old student in Wichita.

Commander Kirk will be born in 2096.

## Mary Hartman Dead at 44

Fernwood, Ohio. Mary Hartman, 44, a housewife and mother, died today of complications.

## JOHN-BOY WALTON SLAYS OWN FAMILY, THEN KILLS SELF

John-Boy Walton, 25, murdered his father, mother, six brothers and sisters, and his grandparents today, then turned his revolver on himself.

Residents of Walton's Mountain were stunned after the mass slaying, Walton being described as "a model son," "a fine student and hard worker," and "as good a young man as you'll ever find."

According to Perry Mason, a retired investigator living nearby, young Walton's act was a classic example of "repressed hostility."

"It's the typical case of a goody-goody kid always having to live up to his reputation," Mason said. "He bottles up all his aggression and frustration until, one day, everything explodes inside him and he turns psycho and goes crazy."



JOHN-BOY WALTON

A search of young Walton's personal belongings turned up several knives, a number of crime magazines, and other items too lurid to mention.

## MAUDE FINDLAY DIES DURING GUN BATTLE



Ms. MAUDE FINDLAY

Maude Findlay, 63, was killed today after being caught in the middle of a running gun battle between local police and a homicidal maniac.

According to police at the scene, the homicidal maniac was spotted shortly after burglarizing the Findlay home, where he assaulted and brutally beat up Mrs. Findlay's husband, Walter.

The police were exchanging gunfire with the suspect when Mrs. Findlay appeared, shouting that the homicidal maniac was a "victim of society" and should be allowed his right "to do his own thing without being persecuted." Calling the police "Fascists" and "Brownshirts," she ran into the line of fire and was killed by a stray bullet.

Funeral services have not been arranged. According to Mr. Findlay, who is recovering from his beating in a local hospital, a seance will be held this evening in hopes of contacting Mrs. Findlay in the hereafter.

"I wouldn't dare pick the pallbearers," said Mr. Findlay, "without clearing them first with Maude."

## Frank Cannon Dies at 55

Frank Cannon, 55, a local private investigator, died of nervous shock today after being told his favorite restaurant was out of cheesecake.

Cannon, who had just finished a double portion of roast beef and potatoes, and was midway through an immense helping of eggplant parmi-

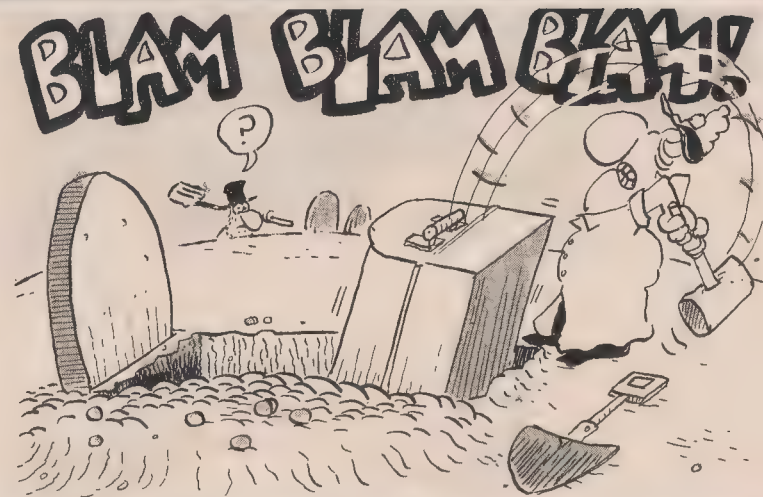
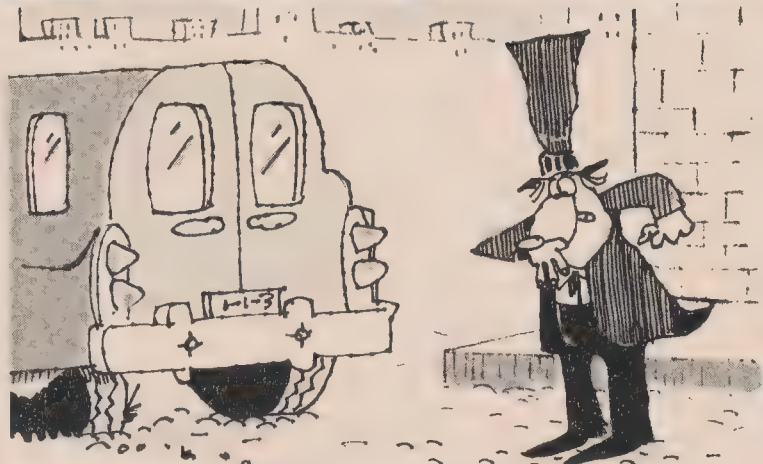
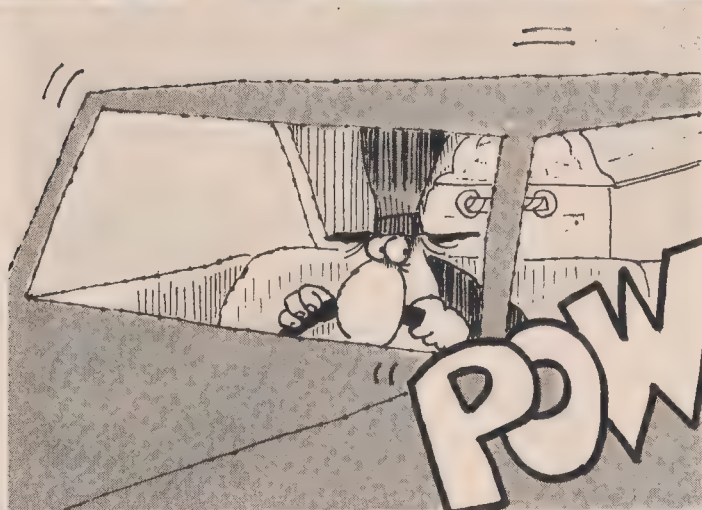
## Theo Kojak, 62, Dies In Bowling Accident

Lieutenant Theo Kojak, 62, a New York City Police Detective, died under strange circumstances in a West Side bowling alley last night.

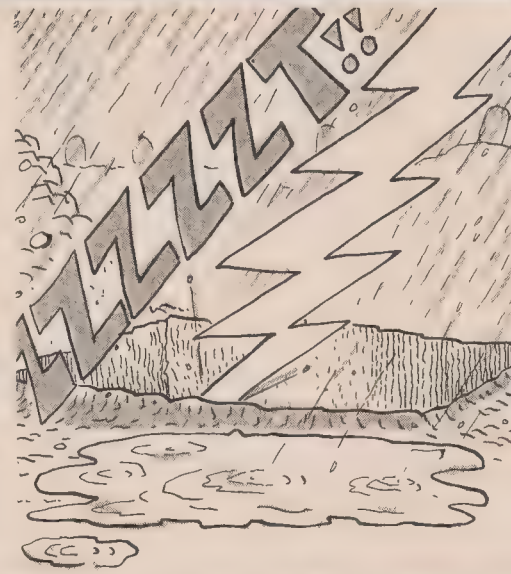
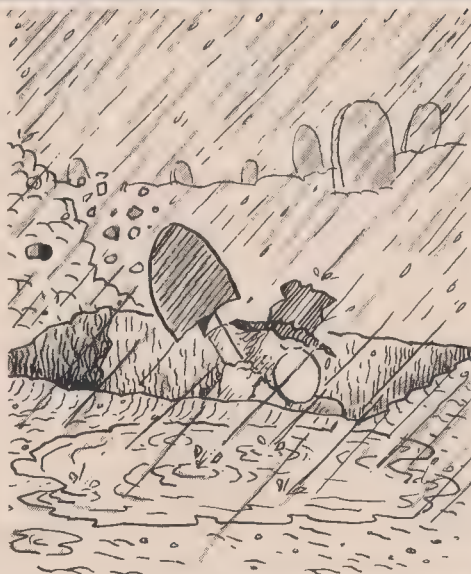
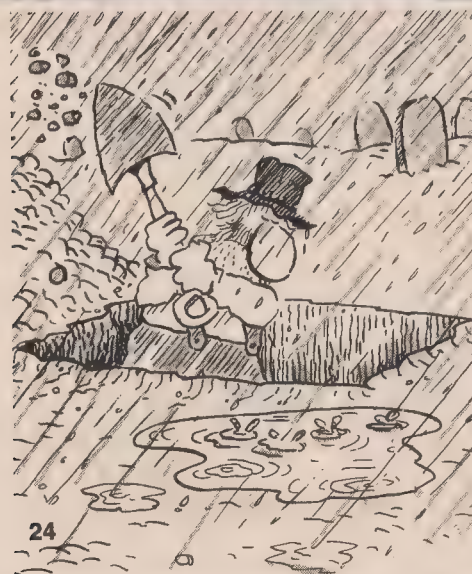
Although details of his death have as yet to be determined, it appears that the head of the celebrated crime-fighter was mistaken



# DON EDWING LOO

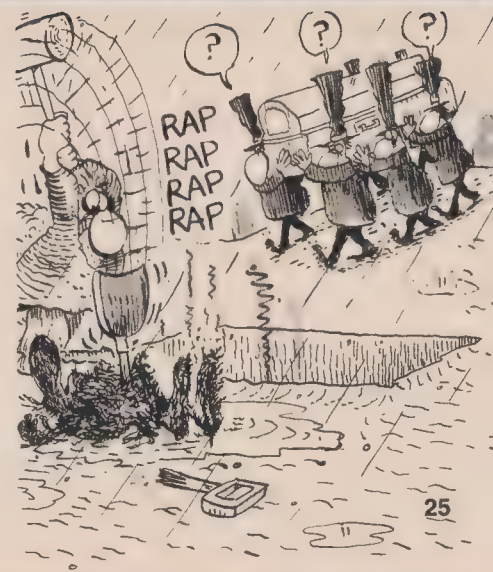
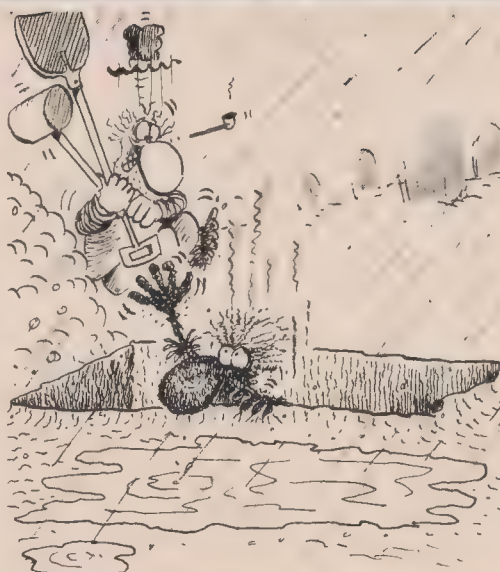
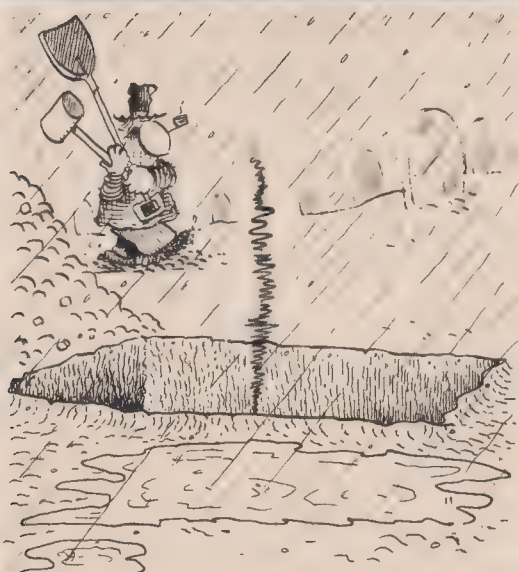
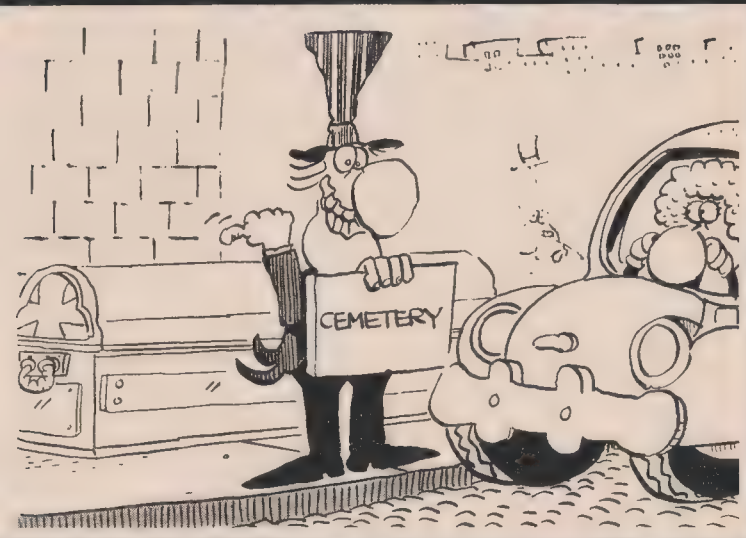


WRITER AND ARTIST: DON EDWING





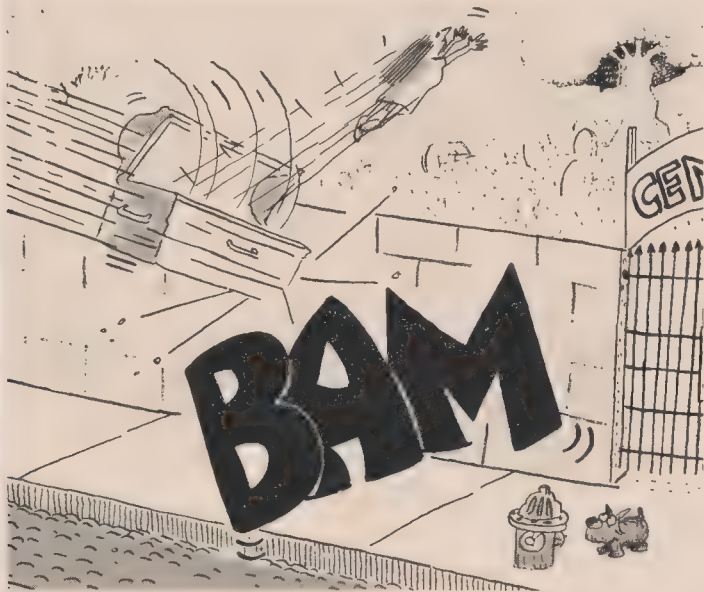
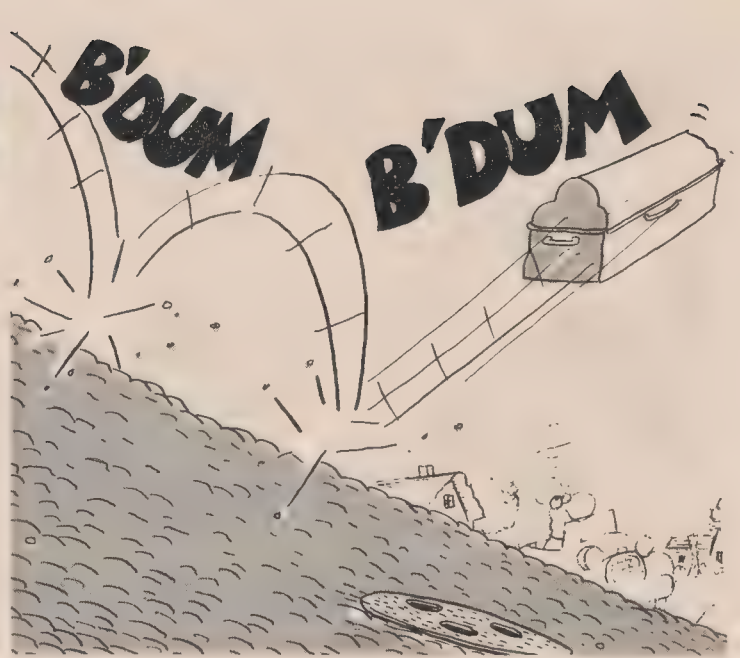
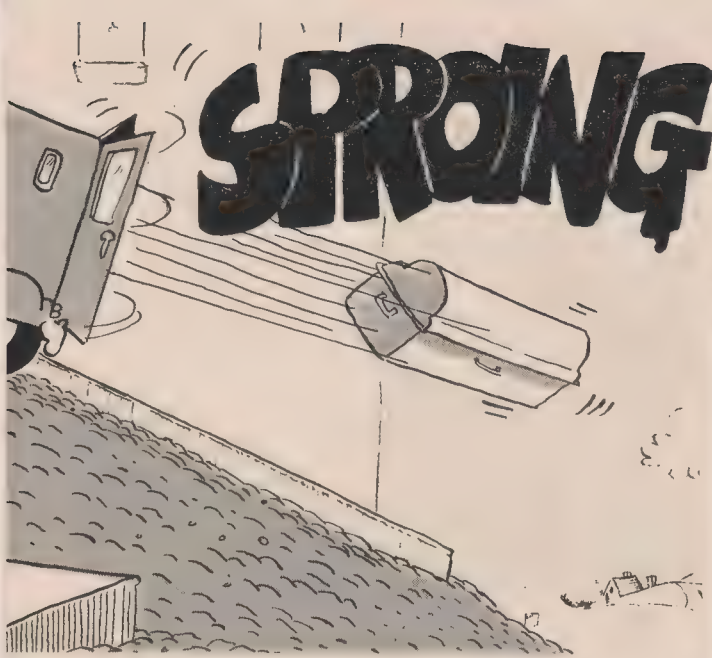
# KS AT FUNERALS





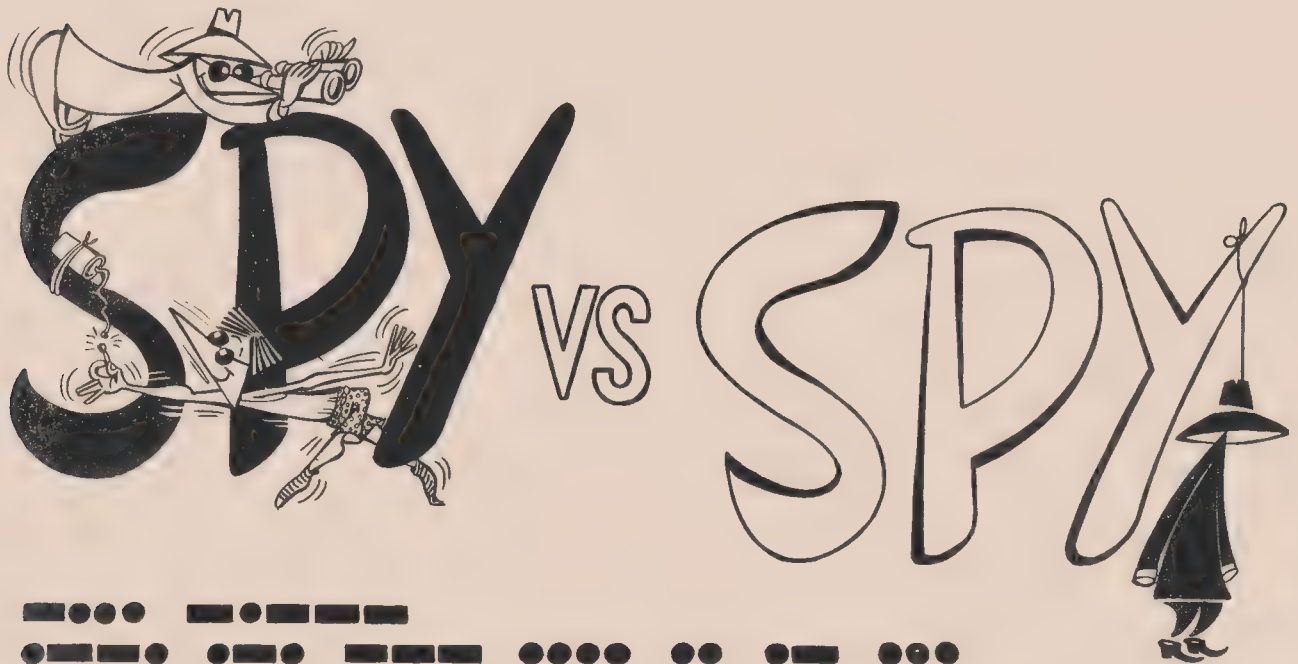








Antonio Prohias is a famous Cuban artist who defied the censorship of the Castro regime with anti-Communist cartoons—until he was forced to flee Havana with his life. Now, he graces MAD with his cartoon sequence of friendly rivalry called—



..A stupid old ow



The legal and ethical arguments surrounding a patient's right to determine his or her own fate are indeed complex and difficult ones. One doctor, Jack Kevorkian, firmly supports a patient's right to die—and has constructed a machine that assists people in doing so. Dr. Kevorkian hopes his point of view becomes the accepted one and that his "suicide machines" become commonplace and available to everyone. Well, Doc, if that happens, your machine will be manufactured by the thousands, sold in retail stores like four-slice toasters or 10-speed blenders and come with one of those dumb instruction manuals just like every other silly household appliance! A manual like...

ARTIST: BOB CLARKE

WRITER: CHARLIE KADAU



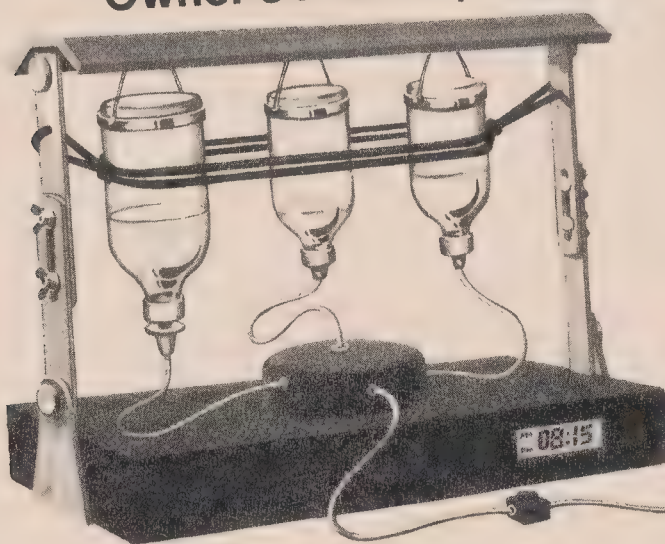
The

**Panasony**

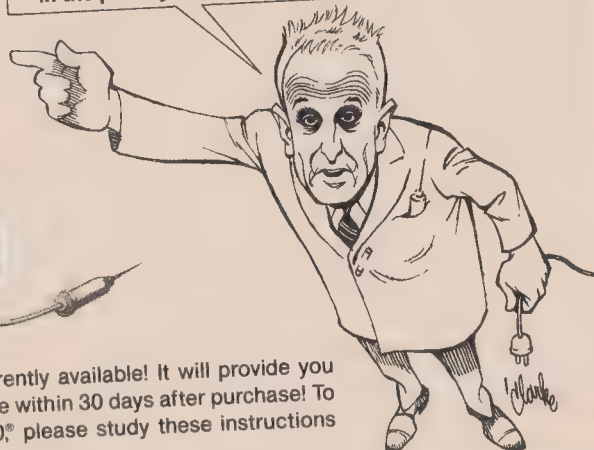
Model No.

# RIP 2000® Suicide Machine

## Owner's Manual/Operating Instructions

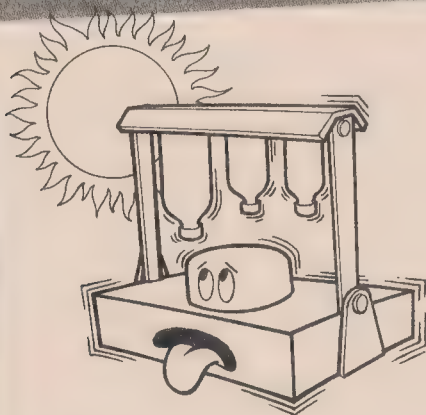


Hi! I'm Dr. Jack Kevorkian!  
I invented the Suicide Machine!  
Now, through an exclusive licensing  
agreement with Panasony, you can  
enjoy the efficiency, quality and  
FINALITY of my machine  
in the privacy of your own home!

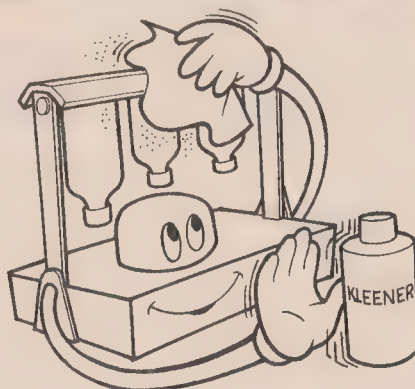


Congratulations! You have purchased the finest Suicide Machine currently available! It will provide you with a lifetime of trouble-free service, provided you use it to end your life within 30 days after purchase! To insure optimum performance and enjoyment of your model RIP 2000®, please study these instructions carefully.

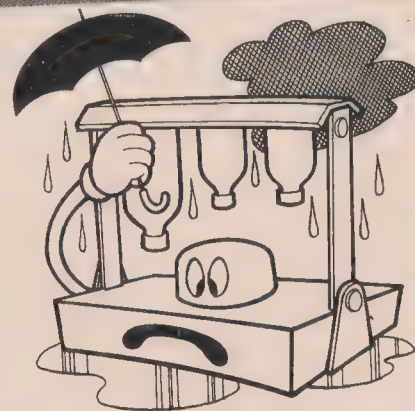
### GENERAL CARE OF RIP 2000®



Do not locate your Suicide Machine where it may be exposed to direct sunlight, heat or intense vibration.



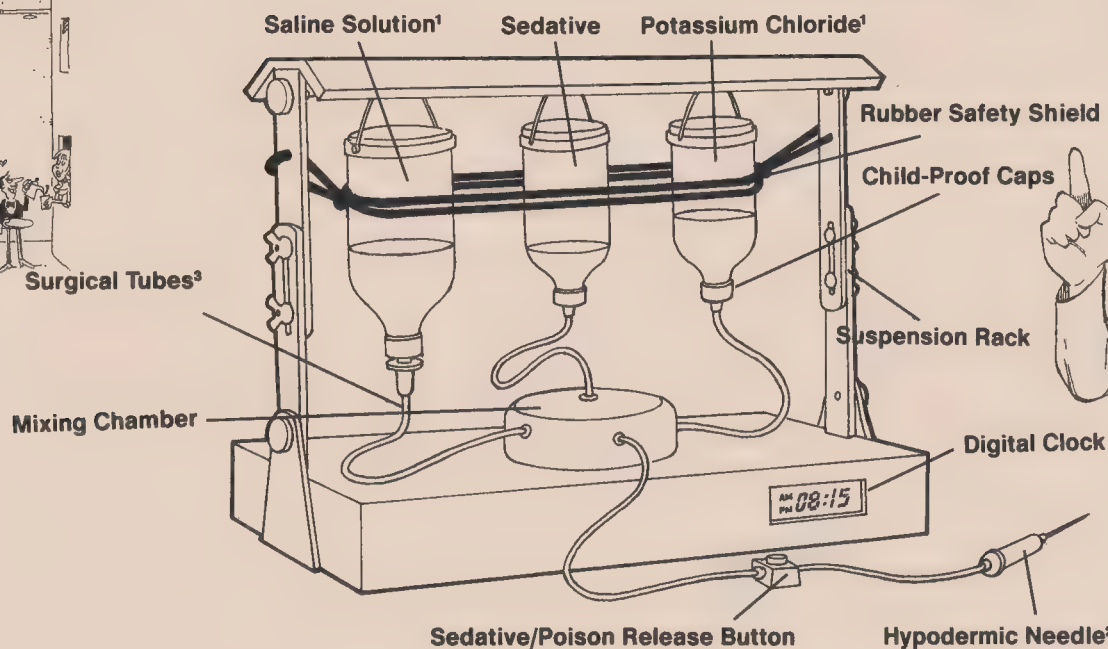
Use only a soft dry cloth to clean your Suicide Machine. Water or cleaning solutions may impede the lethal ability of the unit.



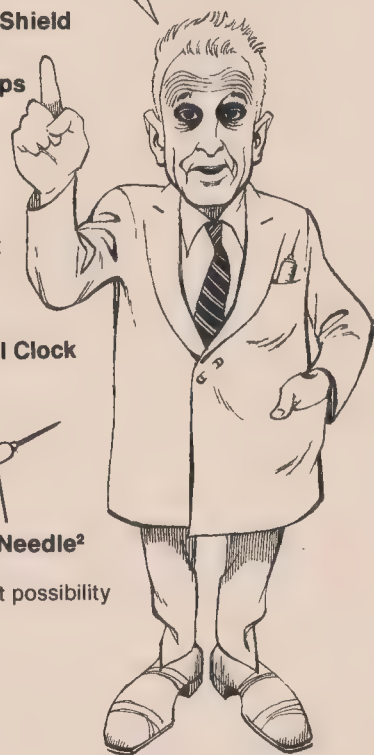
Do not expose your Suicide Machine to rain or moisture—fire, electric shock or other personal injury may result!



# BEFORE USING, BECOME FAMILIAR WITH THE PARTS OF YOUR NEW RIP 2000® SUICIDE MACHINE



Use your  
Suicide Machine  
safely!



¹Use of Panasony brand Potassium Chloride and Saline Solution is recommended. To prevent possibility of allergic reaction, consult your physician for choice of sedative.

²Rub alcohol-soaked cotton on arm at needle insertion point to reduce chance of infection.

³Keep the poison delivery tube clean. It may be occasionally rinsed with warm water.

## OPTIONAL ACCESSORIES ORDER FORM

item	price	qty.	amt.
Suicide Machine Dust Cover	\$14.95		\$
Mint Scented Poison Solution	\$7.95/pint		\$
Wireless Remote Control	\$12.95		\$
6-foot Poison Extension Tube	\$17.95		\$
Brass Monogram Plate ("this Suicide Machine belongs to")	\$9.95 (up to 3 initials)		\$

handling \$3.00

sales tax \$

total payment (MUST be received in advance) \$

The perfect  
complements  
to your new  
Suicide Machine!



## WARRANTY AND SERVICE INFORMATION

The Panasony RIP 2000® Suicide Machine includes a limited 1-year warranty on all parts

Warranty does not cover:

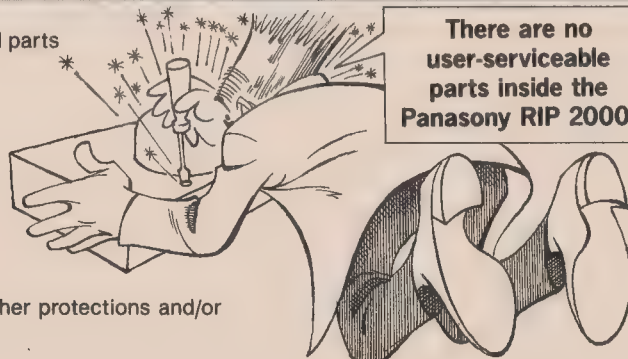
furniture or other items broken or damaged by slumping lifeless body.

clothing or other fabrics stained by poison solution.

unpaid credit card bills run up by user before killing self.

(Because of state and municipal laws, your survivors or next of kin may have other protections and/or rights not outlined in this manual.)

There are no  
user-serviceable  
parts inside the  
Panasony RIP 2000!





Should your suicide machine require service, contact the nearest Authorized Factory Service Center:

## AUTHORIZED FACTORY SERVICE CENTERS

Northeast	Midwest	Western	Southern	Europe	Asia
5 Grim Reaper St. Boston, MA 34596	22-14 Demise Dr. Dallas, TX 70911	667 Expired Road Whittier, CA 90076	221 Mortality Way Atlanta, GA 78659	35 Perish Circle London, England	1 Dead Road Bangkok, Thailand
covers: CT, DE, ME, MD, MA, NH, NJ, NY, PA, RI, VT, VA, WV	covers: IL, IN, IA, KS, KY, MI, MN, MO, NE, ND, SD, WI, OH	covers: AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY	covers: AL, AR, DC, FL, GA, LA, OK, MS, NC, PR, SC, TN, TX	covers: England, France, Germany, Spain, Scandanavia, Benelux nations	covers: Japan, Korea, India, Nepal, Mongolia, Borneo, Sri Lanka, Turkey

## RIP 2000® SUICIDE MACHINE TROUBLESHOOTING GUIDE

**PROBLEM:** You are still alive.

**TRY:** Check connections to Suicide Machine; Is hypodermic needle in vein?

**PROBLEM:** You black out only temporarily, then wake up slightly nauseous.

**TRY:** Checking concentration of poison solution; use stronger dosage.

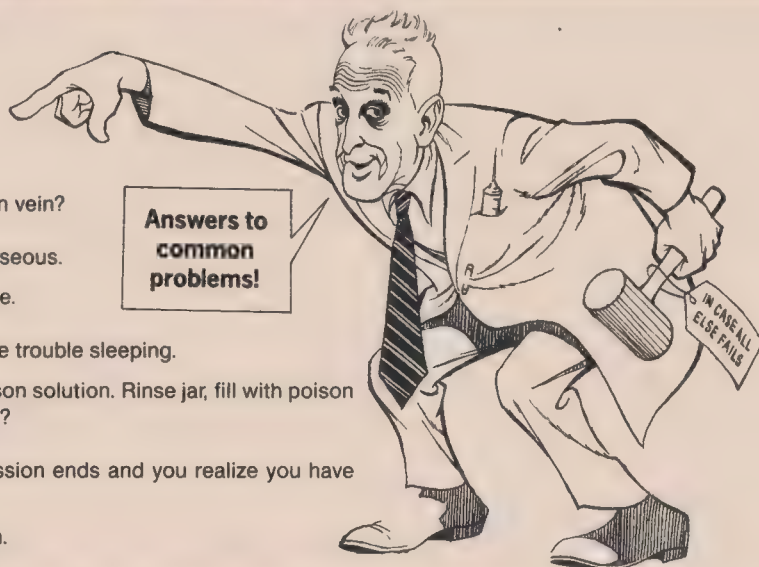
**PROBLEM:** After using the machine you feel extremely alert and have trouble sleeping.

**TRY:** 1. Someone has substituted Folger's coffee crystals for the poison solution. Rinse jar, fill with poison and try again. 2. Did you hook yourself up to a Mr. Coffee by mistake?

**PROBLEM:** After beginning to use the suicide machine your depression ends and you realize you have many good and valid reasons to go on with your life.

**TRY:** Nothing. It's too late. Try to become depressed with living again.

**Answers to  
common  
problems!**



## WARRANTY REGISTRATION CARD

To qualify for warranty coverage, please complete this card and have your funeral director return it to us within 14 days.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Date of Expiration (Scheduled): \_\_\_\_\_

Name of next of kin \_\_\_\_\_

Where did you first hear about the Panasonic RIP 2000®?

- ☐ IRS Audit Bureau Waiting Room
- ☐ Buffalo Bills Post-Super Bowl party
- ☐ Court TV coverage of Kevorkian Trial
- ☐ On radio of car idling in closed garage
- ☐ Other: \_\_\_\_\_

What other suicide methods have you tried?

- ☐ Placing tongue on terminals of 9-volt battery
- ☐ Repeatedly Listening to Ozzy Osbourne Albums
- ☐ Driving GM truck
- ☐ Dining at Jack-In-The-Box restaurants
- ☐ Other: \_\_\_\_\_

Your Total Life Insurance Coverage:

- ☐ Under \$10,000   ☐ \$10,000-\$19,999   ☐ \$20,000-\$34,999   ☐ \$35,000-\$49,999   ☐ \$50,000 and Over

Panasonic occasionally makes the names of its customers available to other companies offering similar products or services. Do you object to receiving future mailings from these companies? (Please check one) YES \_\_\_\_\_ NO \_\_\_\_\_



# Swindle Gardens

(FORMERLY AL'S DISCOUNT MAUSOLEUMS & HEADSTONES)

## YOUR ONE-STOP FACTORY OUTLET FOR ALL YOUR UNIQUE AND HARD-TO-FIND DEATH AND BEREAVEMENT NEEDS

- MIDGET CLOWN  
PALLBEARERS!
- CELEBRITY  
LOOK-A-LIKE MOURNERS!
- THE LATEST IN  
TUPPERWARE CASKETS!
- FRESH-FROM-THE-  
FACTORY ANTIQUE URNS!
- FREE! GET YOUR PHOTO  
TAKEN IN A COFFIN WITH  
THE DECEASED!



**Remember** AT SWINDLE GARDENS,  
*"You're not gonna pay a lot for this coffin!"*

DEATH MONEY-SAVING COUPONS!

**Buy One Mausoleum,  
Get Your Next  
Mausoleum  
At Half Price!** ☹️

**SwindleGardens**

85 STIFF STREET  
RIGOR MORTIS, RI 09291



**10% Off Your Next  
Entombment  
Upon Presentation of  
Valid Death Certificate!**



**Swindle Gardens**

85 STIFF STREET  
RIGOR MORTIS, RI 09291



THE CROAK'S  
ON YOU!

→ Presenting MAD's

ALL-NEW  
FUN  
DEATH  
KIT!

To use MAD's  
Fun Death Kit,  
remove each  
piece by tear-  
ing along the  
perforated  
lines. Be  
careful! Paper  
cuts can be  
fatal!

You'll have to  
cut out the  
small hole in  
the Toe Tag and  
add your own  
string in order  
to attach it.  
Go ahead, it  
won't kill you!

Now, use the  
kit to have a  
wholesome  
good time for  
the entire  
family!



# Certificate of Death

**NAME OF DECEASED**

(Type or Print)

(First)

(Second through Ninth)

(Last)

PLACE OF DEATH  
(Last hospital, bar, brothel, other facility or street address)

DATE AND TIME OF DEATH

DATE AND TIME OF LAST MEAL

(If different than date and time of death)

MAIDEN NAME OF CORONER'S MOTHER

WAS DECEASED VIEWER OF THE FOX NETWORK?

YES ☐ NO ☐

IF "YES" LIST SHOWS

**CAUSE OF DEATH (check all that apply):**

- ☐ Very Severe Rug Burn
- ☐ Trampled At Jackson Browne Concert
- ☐ Armageddon
- ☐ Spontaneous Combustion
- ☐ Embalmed While Still Alive
- ☐ Flew U.S. Air
- ☐ Executed By NY Governor George Pataki
- ☐ Cuisinart Mishap
- ☐ Drowned By Super Soaker

**Deceased Has Expressed Preference for the Following:**

- ☐ Burial
- ☐ Cremation
- ☐ Entombment
- ☐ To be Placed in the Proper Recycling Bin on Pickup Day
- ☐ To be Dropped from High Atop Times Square on New Year's Eve
- ☐ To be Freeze Dried (or Whatever the Hell it was They Did with Walt Disney)
- ☐ To be Fed-Exed Overnight to ☐ Check Here for Saturday Delivery
- ☐ To be Used as a Stunt Double in the Upcoming "Weekend at Bernie's 3"
- ☐ To be Instantly Brought Back To Life



*Do not accept this certificate if handed to you by the person claiming to be dead.*

THIS CERTIFICATE CONFERS TO THE DECEASED ALL THE RIGHTS AND PRIVILEGES THAT COME WITH BEING DEAD, INCLUDING:

***One Guest Appearance on an Upcoming Episode of Unsolved Mysteries  
An Obituary That Makes Their Life Sound Much More Interesting Than it Actually Was  
Their Name Removed from at Least One Third of the Mailing Lists They're Currently On  
The Comfort of Knowing Willard Scott Will Never Wish Them Happy Birthday on the Air***

I HEREBY CERTIFY THAT I AM TOTALLY, ABSOLUTELY, UNCATEGORICALLY DEAD, EXPIRED, DEFUNCT, DEPARTED, EXTINGUISHED, TERMINATED, CANCELED, BREATHING-IMPAIRED, RIGOR MORTIS BOUND, AND NO LONGER AMONG THE LIVING IN ANY WAY!

Deceased's Signature

*This is to certify that the foregoing is a true copy of an uncertified record on file in the Department of Sickness and Death. The Department of Sickness and Death does not certify the truth of uncertified or certified records, nor can it certify the truth of true copies of such records. We're busy enough just trying to get all the corpses out of here.*

THE FUN MAD DEATH KIT

Department of Sickness and Death

PHIL D. CASKET  
REGISTRAR OF DEATH

IN FOLLOWING MANNERS:

- Sell Remains to Michael Jackson
- Third Car of Uptown "D" Train
- Donate to Commuters in Need of a Fourth Body to Qualify for Car-pooling Discount
- Other

# DEAD

THE FUN MAD DEATH KIT

IS TO BE ATTACHED TO THE PERSON WHOSE NAME IS TO BE PLACED ON THE LIST OF DEAD.

cut out



REMINDER!

M \_\_\_\_\_

\_\_\_\_\_

has an appointment  
with Dr. Jack Kevorkian  
on \_\_\_\_\_  
at \_\_\_\_\_ AM PM

Please do not eat four hours  
before arriving.

IF UNABLE TO KEEP APPOINTMENT  
KINDLY GIVE 24 HOURS NOTICE

THE FUN MAD DEATH KIT

*I am an Atheist.*  
**IN CASE OF ACCIDENT OR INJURY**  
*please do not*  
**CALL A PRIEST.**

THE FUN MAD DEATH KIT

# 10 WAYS TO KNOW IF YOU'RE DEAD

- 1) You suffer a paper cut and start oozing embalming fluid.
- 2) Your new address includes a plot number.
- 3) Medical students are playing a game of "keep-away" with one of your vital organs.
- 4) You wake up in an urn.
- 5) Your name is John Benziger and your wife is now being introduced as the Widow Benziger.
- 6) You have a white sheet over your head and you're not a member of the Klan.
- 7) Your morning stiffness lasts 24 hours a day, 365 days a year.
- 8) Conan O'Brien comes on your television and you don't get up to change the channel.
- 9) Some guy named Lucifer hands you a pitchfork and a time card.
- 10) You suddenly discover you can hold your breath forever.

THE FUN MAD DEATH KIT

**MAD  
FUN  
DEATH  
KIT**

**PROOF  
OF  
PURCHASE**

## Mad Organ Donor Card

In the event of my death, I would like my organ donated to

\_\_\_\_\_

And my piano donated to

\_\_\_\_\_

DONOR SIGNATURE

THE FUN MAD DEATH KIT

\_\_\_\_\_

LOCATION OF ORGAN



There are more conservation groups and ecology clubs in America than ever before. Unfortunately, there are also more cars on the road than ever before, and it isn't hard to guess who's winning the daily battle between automobile and animal. With this in mind, we now propose a more practical handbook for nature study—one geared to help the reader identify Mother Nature's creatures as we most often view them . . .



# The MAD MOTORISTS GUIDE to American Wildlife

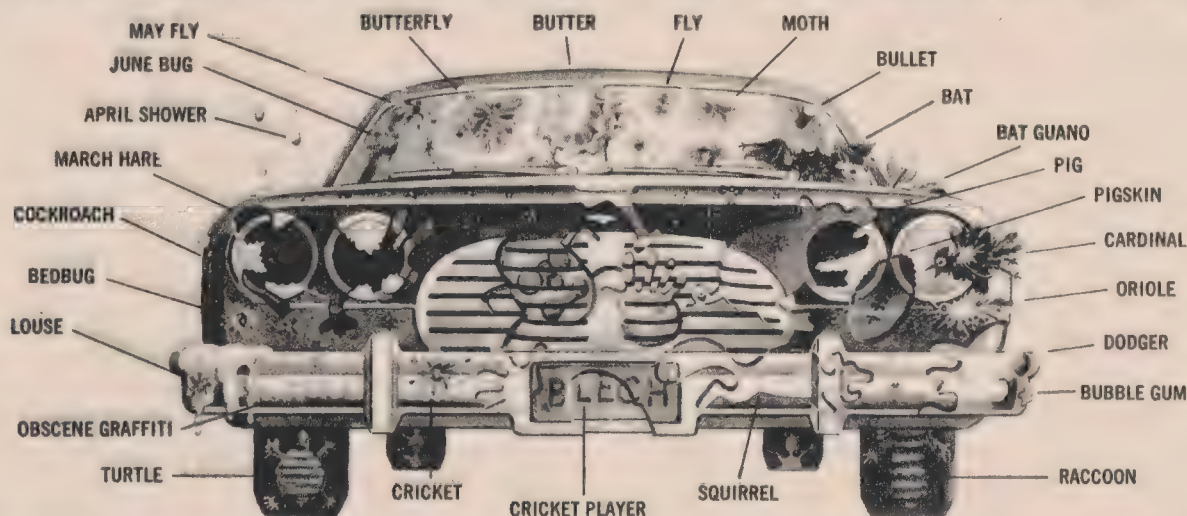


ARTIST &amp; WRITER: AL JAFFEE

IDEA BY: ROBERT KAUFMAN

## Chapter I IDENTIFYING WILDLIFE

One of the great pleasures of driving is identifying the specimens one comes across in one's travels, not to mention specimens that other motorists have run across in *their* travels. Perhaps the most convenient way is when you've returned home, you can leisurely study and identify the specimens indelibly etched on your car.



The key to specimen identification is to learn what nature's creatures look like in their *altered state*. It is important not to confuse wildlife with other things, such as the windblown refuse thrown out of the windows of other cars. Then too, the splotch from a praying mantis could easily be confused with the splotch from a preying pigeon with accurate aim. A few weeks of hard study is all anyone ever needs to become expert, so stick with it!



## Chapter III

### IDENTIFYING WILDLIFE BY SOUND

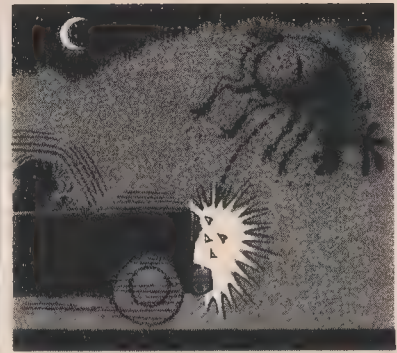
Most highway specimens are created at night. But, of course, in the dark viewing is sometimes impossible. The *serious* highway wildlife collector must learn the *sounds* of his prey. The following examples will start you off on the right road! Allow for minor differences in specimen sounds depending upon locale.

THE SOUND YOU HEARD

**WHUMP!**



WHAT CAUSED IT



THE SOUND YOU HEARD

**WHUMP! WHUMP!**

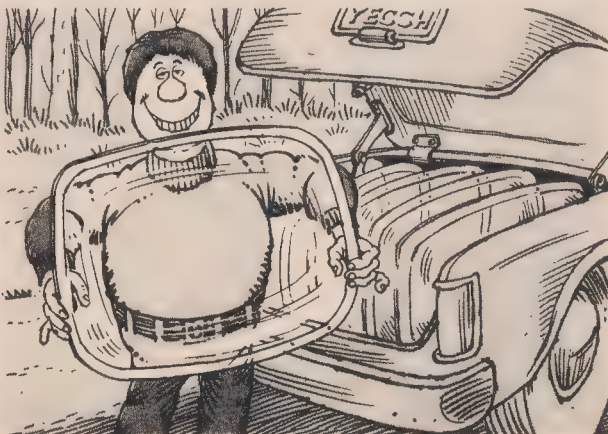


WHAT CAUSED IT



## Chapter VI CONSERVATION

With conservation uppermost in our minds today, we must think of those that follow us on life's broad highway. We must not selfishly enjoy, but learn to share. With this in mind, *Motorist's Guide* recommends all wildlife enthusiasts utilize the shatter-proof, low silhouette plastic covers available in a variety of shapes and sizes and which are easily stored in your rear trunk.



To conserve your specimen so others can delight in your findings also, merely place appropriate sized cover over it. Its self-sticking adhesive edge will keep everything in place for weeks.





THE SOUND YOU HEARD

WHUMP! WHUMP!  
THWAMP!



WHAT CAUSED IT

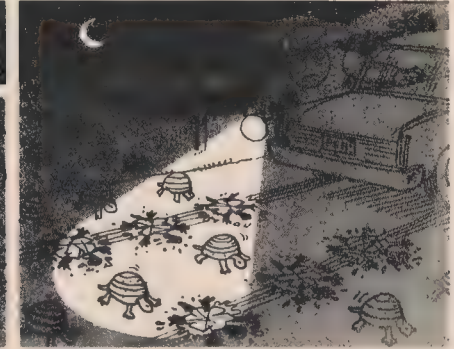


THE SOUND YOU HEARD

THUP! THUP!  
THUP! THUP!  
THUP! THUP!

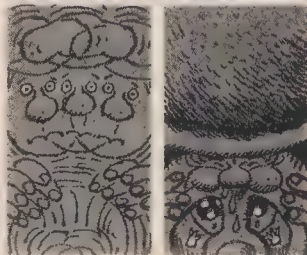


WHAT CAUSED IT



THE SOUND YOU HEARD

WHUMP! WHUMP!  
THWAMP! BADAM!

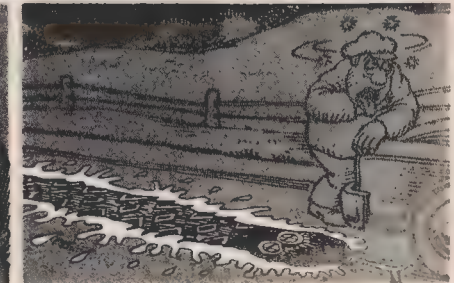


WHAT CAUSED IT



THE SOUND YOU HEARD

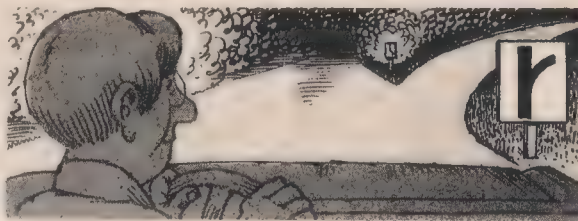
SQUISH-SH-SH-SH-SH-SH-SH-SH



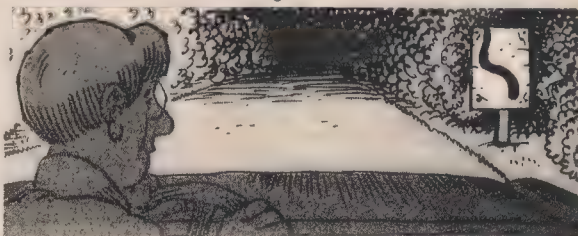
## Chapter IX

### ROAD HAZARDS FOR ENTHUSIASTS

Due to the scanning nature of the wildlife enthusiast's driving style, he often devotes too little time to familiar road signs and responds reflexively to their warnings.



A case in point is when a driver observes the typical "curve in the road" caution and turns the wheel automatically ...



...only to find the "warning" was nothing more than a snake flung across a blank billboard by a previous car!





## Chapter XII PHOTOGRAPHS AND TROPHIES

A hit is as good as a miss if you end up with nothing to show for it. Two popular ways of showing off specimens that you may personally encounter are photos and mounted trophies. Here are some helpful tips on both methods.

### PHOTOGRAPHS

Always plan your shot around the features that will best identify your specimen, assuming, of course, some identifiable characteristics remain. Consider the examples of *good* and *bad* shots that follow.

#### GOOD SHOT Overhead view of turtle



#### BAD SHOT Side view of turtle



### TROPHIES

Mounting trophies is strictly a matter of personal taste, and thus little can be said about it. One hint, however, is that you carry a hacksaw in your trunk for cutting road signs "that tell a story." These will invariably prove to be the best souvenirs of your trip!



## Chapter XV CHARTING SPECIMENS

Like any great sport, a 'score card' is half the fun. A specimen chart for charting specimens that any wildlife enthusiast will find simple to make and pleasurable to use follows below:

My trip across <i>Northwest U.S.A.</i> from <i>July 20, 1973</i> ending <i>August 6, 1973</i>						
SPECIMENS SIGHTED BY ME	SPECIMENS STRUCK BY ME	SPECIMENS STRUCK BY OTHERS	SPECIMENS OFF THE ROAD	SPECIMENS ON THE ROAD	SPECIMENS STILL BOUNCING AROUND	GENERAL CONDITION OF SPECIMENS
24 rabbits	8	16	5	9	10	Disgusting
8 Bears	3	5	5	2	1	Fair
14 Racoons	11	3	2	11	1	Good
9 Snakes	3	6	3	2	4	Yecch!
27 Squirrels	12	15	8	16	3	Pleasant
4 moose	1	3	2	1	1	Very Good
2 Elk	2	0	1	1	0	Aromatic
1 llama	1	0	0	0	1	So-So
10,031 insects	10,027	4	0	4	0	REVOLTING The rest were on the car



# AT THE KNIFE-THROWING SCHOOL

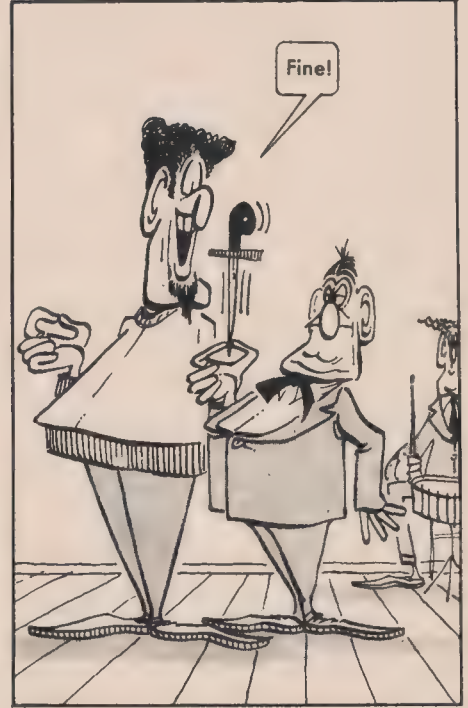
All right—we'll take it from the beginning once again...



First... with a stern expression on our face, we raise the right hand—that's the one holding the knife—in front of us...



Fine!



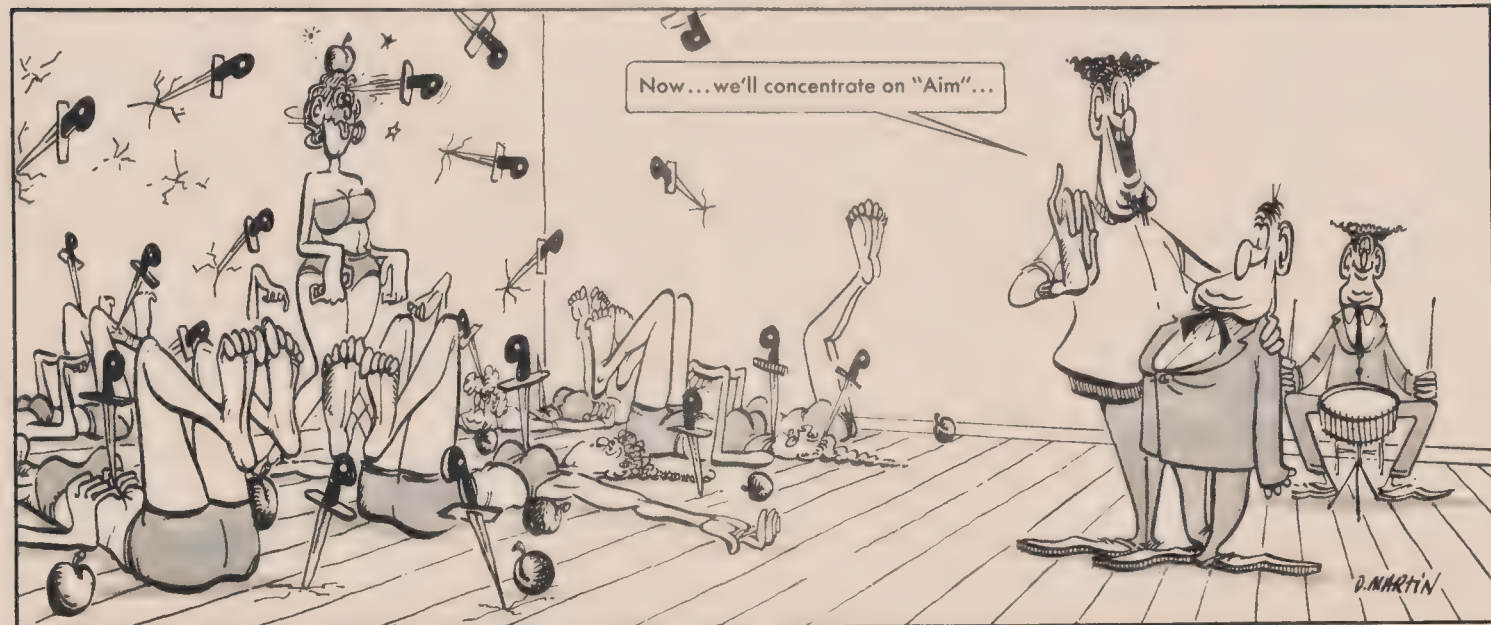
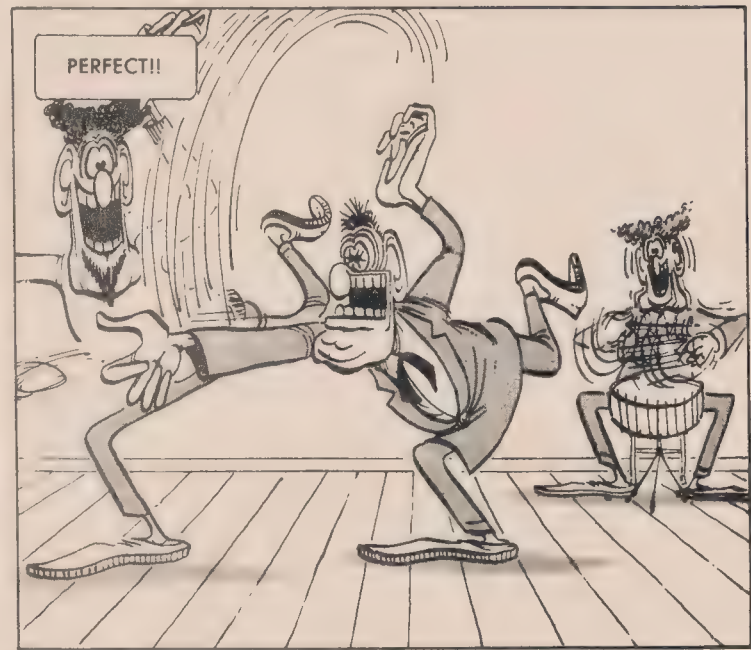
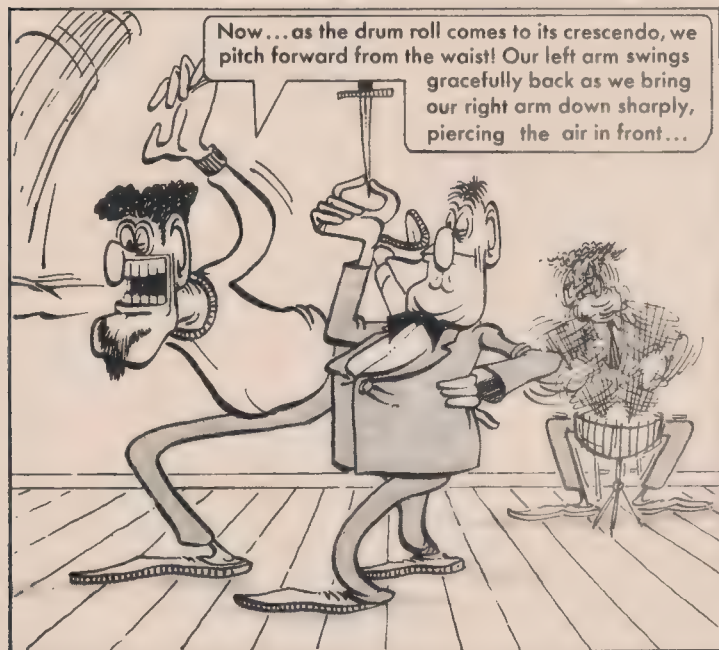
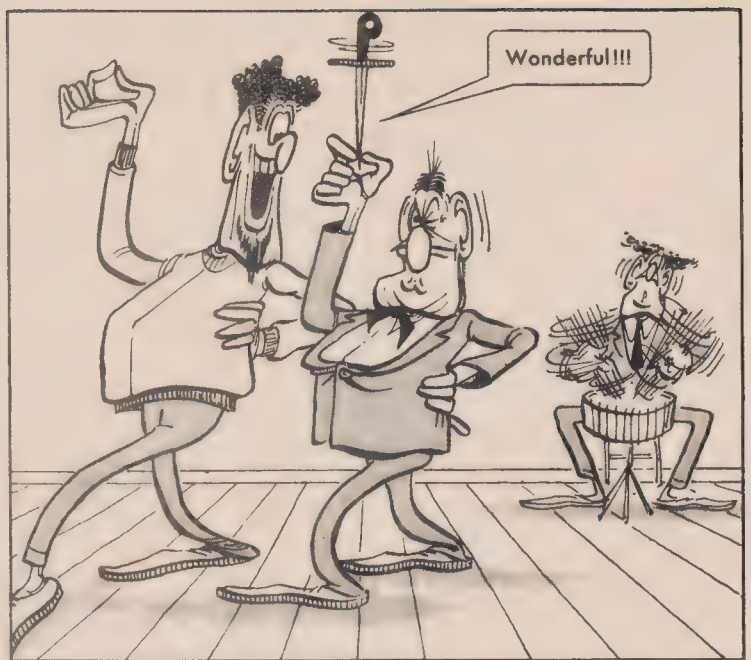
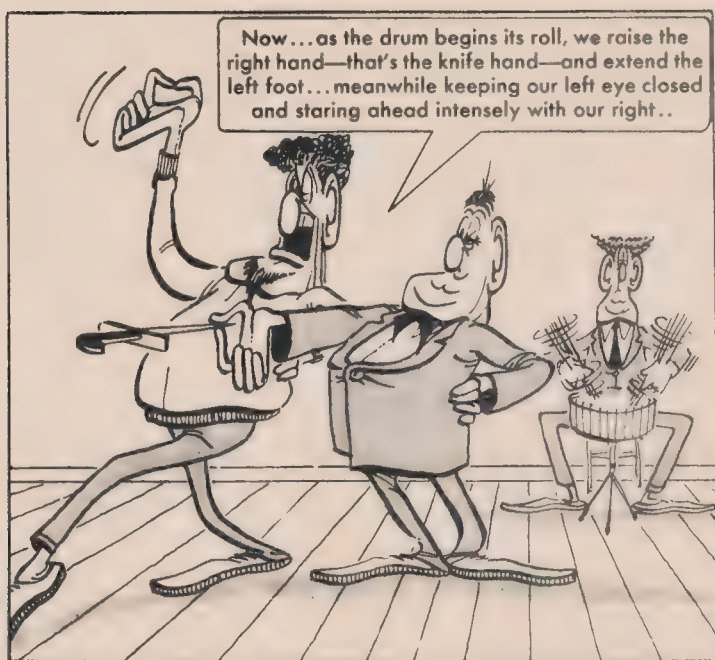
Now... with the left eye closed, we bring the left foot back, and extend the right arm... meanwhile placing the left hand—that's the one that's hanging—on the left hip...



Good! You're doing good!!











# A MAD LOOK AT FUNERALS

ARTIST: BOB CLARKE

WRITER: STAN HART

Here at Heavenly Rest Funeral Home, we pride ourselves on our patience, our kindness and our helpfulness in your hour of need!

Thank you! But about the money, I...

Tut—tut! May I suggest that in this time of sadness, we do not think about such things as "money"!

You're very kind! Because I only have two hundred dollars—

In that case, may I suggest that you get the hell out of here!

Be careful not to let any of the mourners touch these flowers!

Why's that?

Because right after the service, the flowers must be removed and taken somewhere else!

Oh, you mean out to the Cemetery in the hearse?!

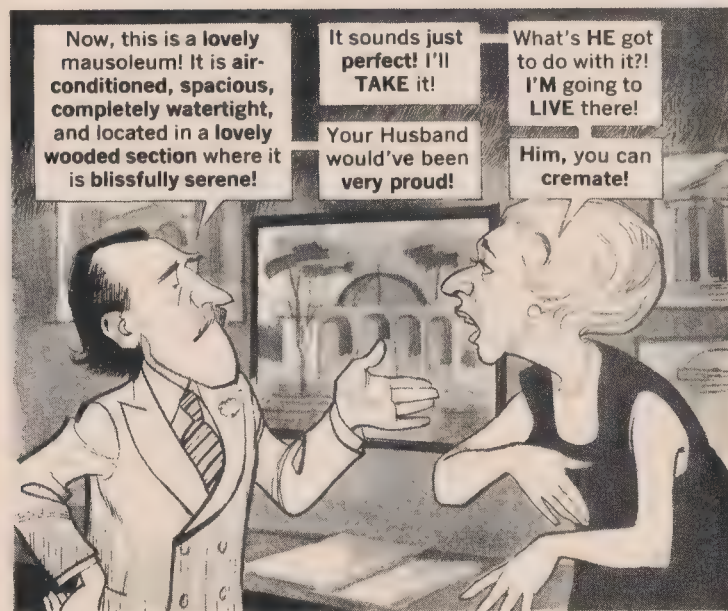
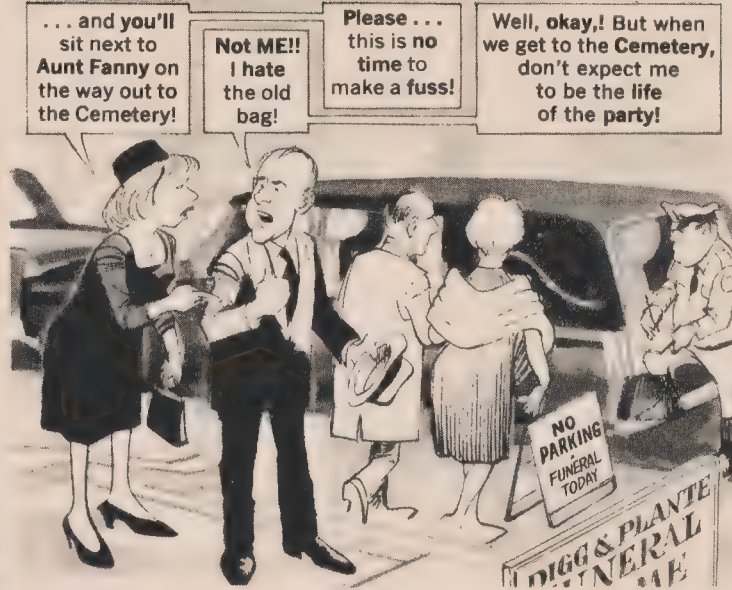
No, idiot! Across the street to the Wedding Ceremony I'm catering!

In my Eulogy, I will say, "The Dear Departed ... who I was honored to know so well ... was always a true friend and a comfort to all who knew her. She typified all that was beautiful in American womanhood ..."  
Will that be satisfactory?

Yeah ... except for one thing! The "Dear Departed" was my **UNCLE!**











I was thinking of freezing my late Wife's body!

Very modern, indeed! Then we could keep her in a refrigerated vault!

No, I think I'd rather keep her at home!

But why would you want an ice cold, lifeless body around the house?

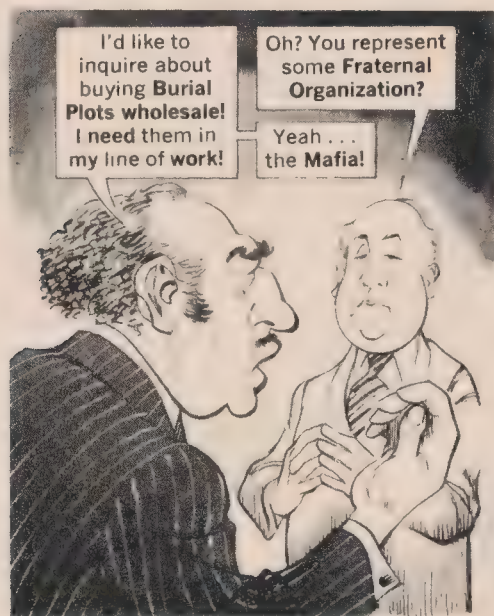
Listen, after twenty years, I'm used to it!



Well, we could cut costs by using two gravediggers to dig TWO HOLES at one time . . . one for YOU, and one for your WIFE!

But suppose she doesn't die soon after me?

She will! When she gets your Funeral bill!



I'd like to inquire about buying Burial Plots wholesale! I need them in my line of work!

Oh? You represent some Fraternal Organization?

Yeah . . . the Mafia!



I was seriously thinking of having myself cremated!

That's very "in" today! And what would you want us to do with your ashes?

Throw them in my Wife's face!



I'd like to inquire about buying Burial Plots wholesale! I need them in my line of work!

Ah! You must be a member of the Mafia!

No, I'm a Surgeon!



Here's a little beauty! How would you like to be buried in a genuine Egyptian Sarcophagus?

Er—how would that look in a Jewish Cemetery?

Who cares? Your neighbors are going to complain!?!?



I'd like to spare my family the trouble and select my own casket in advance!

Very wise decision! Now . . . we could put you to rest in this sterling silver handled, hand-rubbed Brazilian mahogany casket for \$5000!

I'm afraid that's too much money!

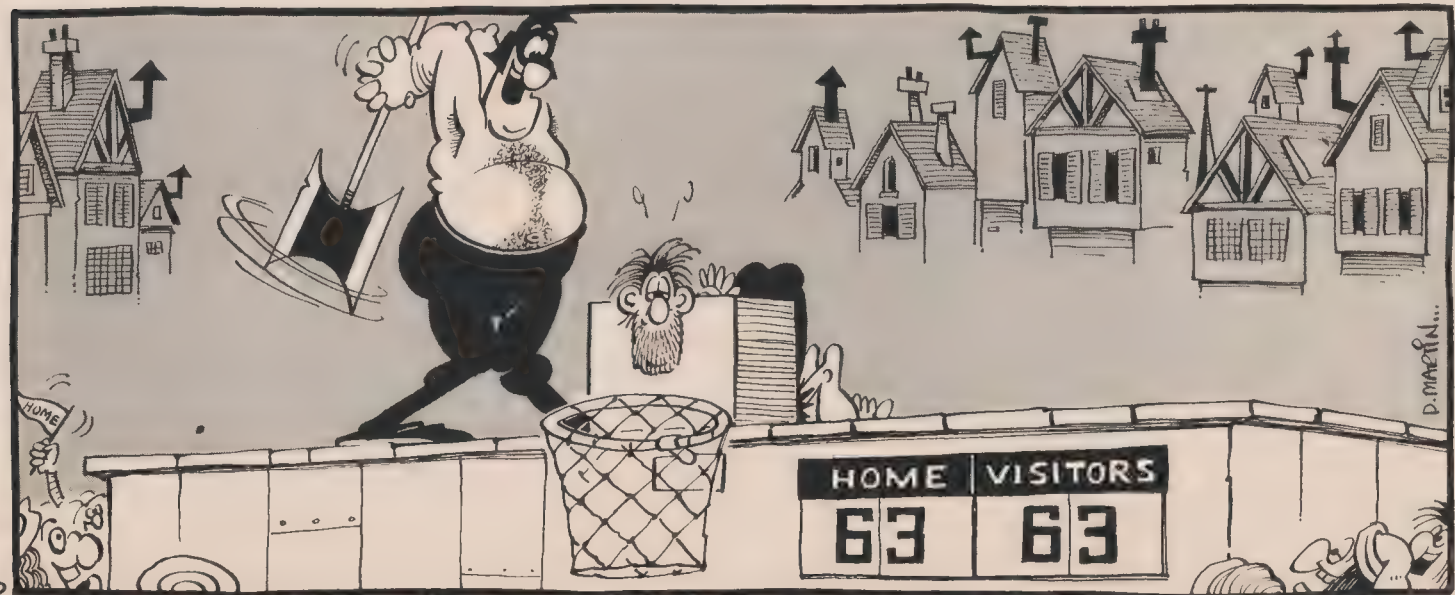
Well, we could put you to rest in this French Provincial casket with gold trim for \$3000!

No-no! I was thinking of spending a lot less! What can you bury me in for about \$250?

Saran Wrap!



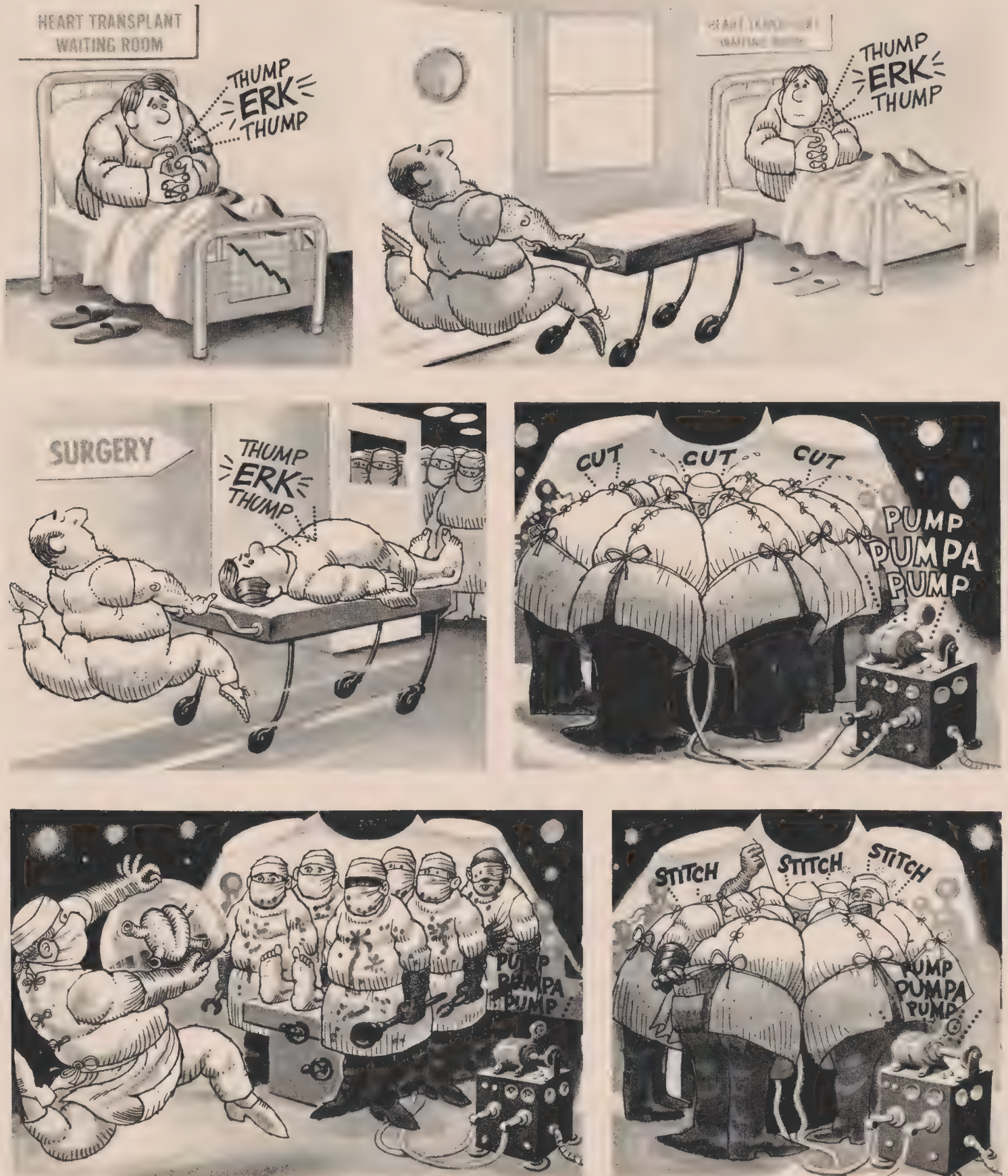
# ONE FINE MEDIEVAL MORNING AT HOME



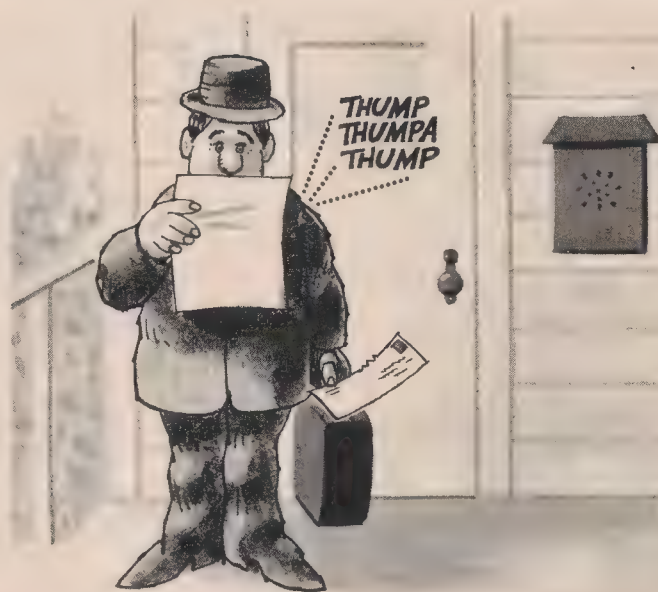
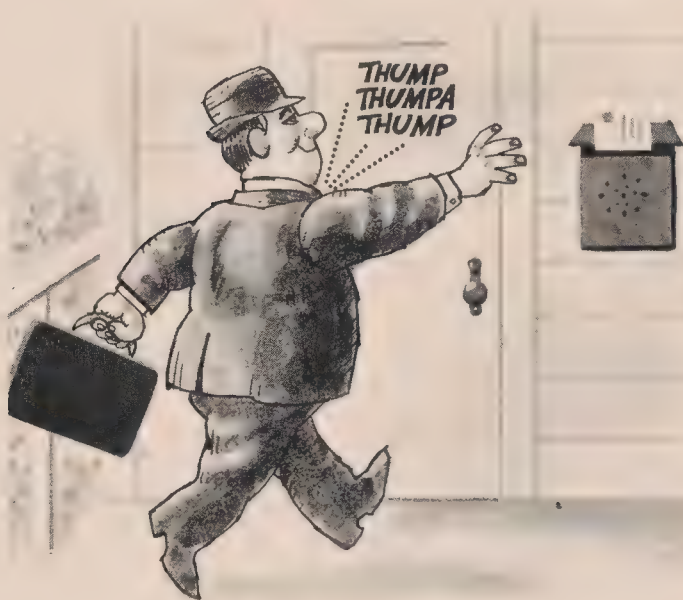


# THE HEART TRANSPLANT

ARTIST & WRITER: AL JAFFEE





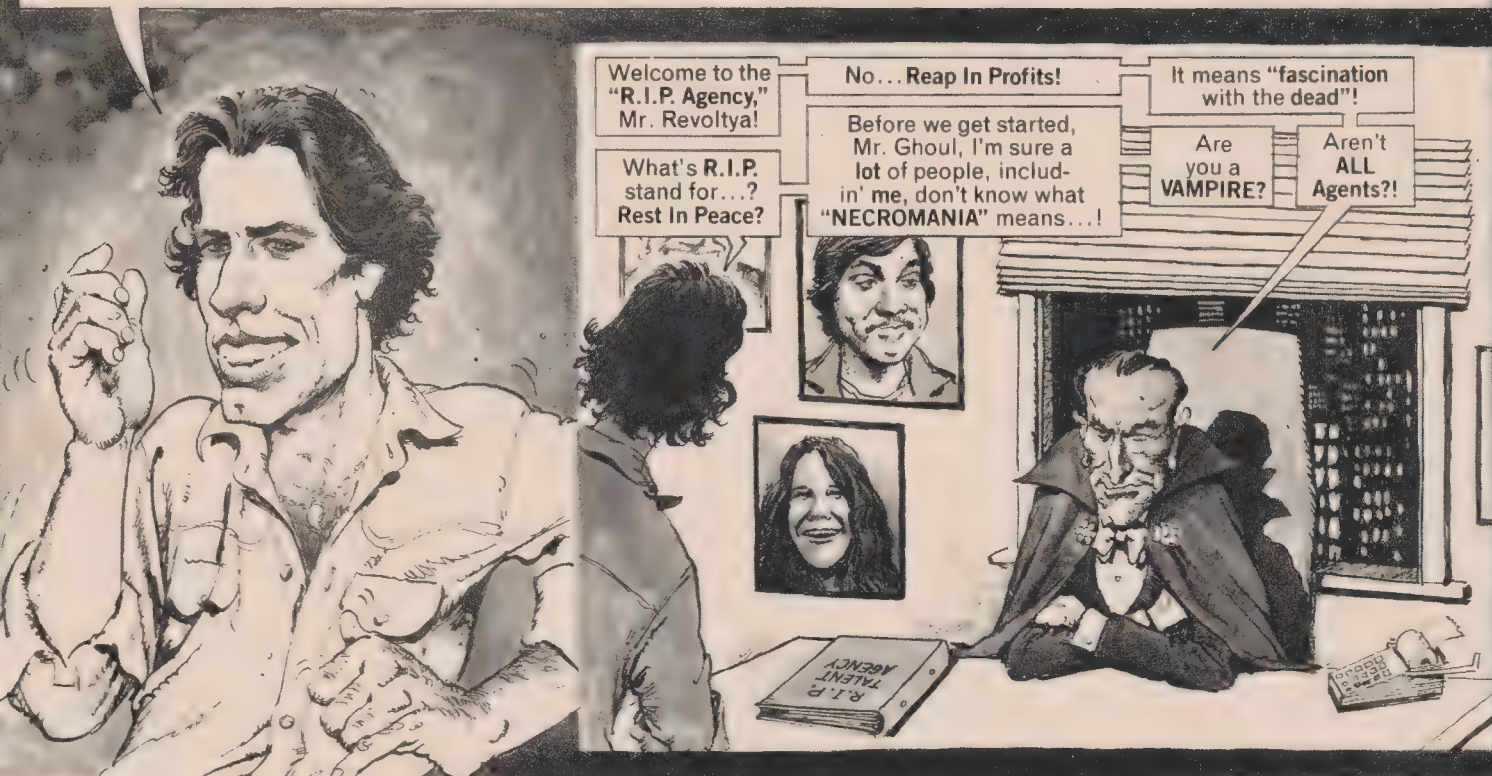


Jaffe



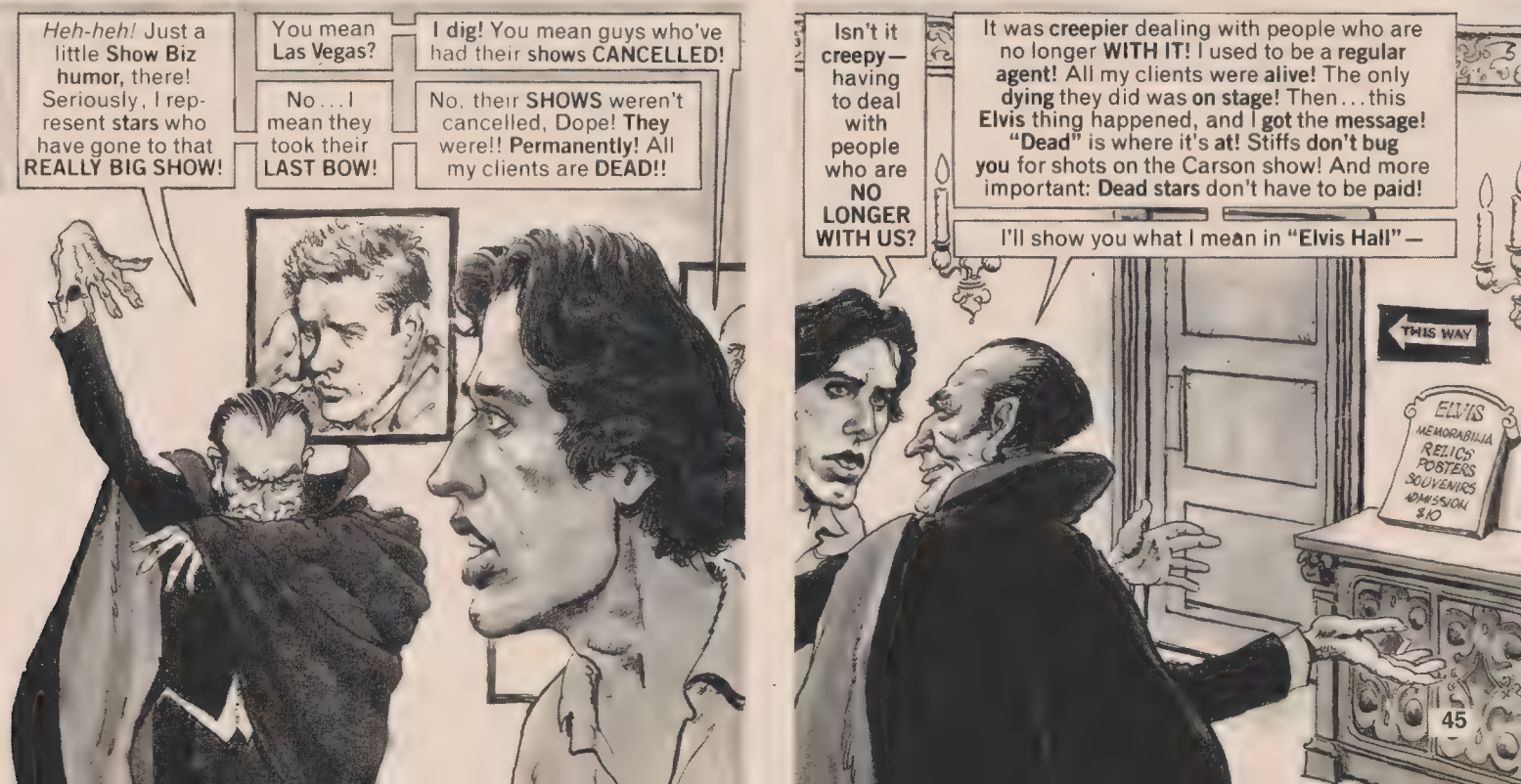
Hi! I'm John Revolyta, "Superstar"! The reason I'm conductin' one of these stupid MAD interviews is to tap another faucet... I mean facet... of my amazin' talent! I'm here today to interview Mr. Klone Ghoul, who has recently been chosen as...

# MAD'S "NECROMANIA AGENT" OF THE YEAR



ARTIST: HARRY NORTH, ESQ.

WRITER: LOU SILVERSTONE





Now, I ask you: Is this not a beautiful sight?!

What's so beautiful about a bunch of groupies, crying?

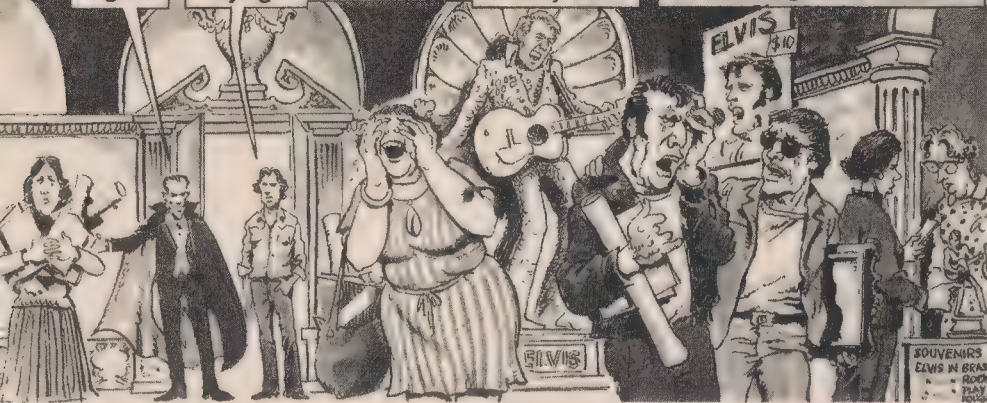
Not the **CRYING**, schmuck! The **BUYING!** THE **BUYING!**

But can't you be sued by the Presley estate for selling all this Elvis Presley stuff?

WHAT Elvis Presley stuff?!? This is all Elvis **SHLOCK**... my newest discovery! He looks like Presley, he sounds like Presley, he acts like Presley and he dresses like Presley... but he's genuine **SHLOCK!**

If all these records, pictures, souvenirs and mementos are of Elvis **SHLOCK**... how come I don't see his **NAME** anywhere?!

It's there! Right under the six-inch high "ELVIS"! See the 1/16th-inch high type? Use the magnifying glass!!



Oh, I know what you're thinking... that if something happens to Elvis Shlock... **THEN** where would I be?!

Well, you're not too bright! If you were, you **WOULD** have been thinking that! But to answer the question, let's look in here at my "**ELVIS ACADEMY**"...

That's **NOT** what I was thinking at all!!



You ain't nuthin' but a pound dog...

Don't be cruel to a heart that's goo...

Love my tender lovely stew...

Please... get offa my brue sway shoes...

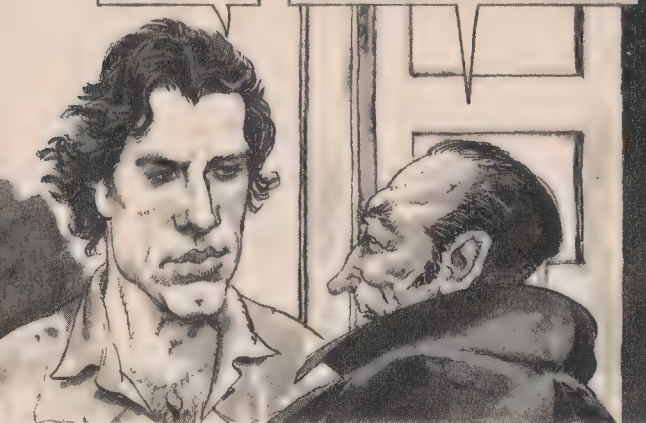
What's that? A Chinese Elvis?

So I'll send him to the **ORIENT!** What do them gooks know?!?



Is Elvis the only live act—if you'll pardon the expression—you're doing?

No, I've got all the biggies... Judy, Janis, the Jims—Hendrix and Croce, Buddy Holly... If they've **HAD** it, I **HAVE** it! I'm even branching out into non-musical acts! Catch this...



Take **THAT**, you dirty rotten @#\$%!

Who's that cruel woman supposed to be?

You're looking at a preview of the new "**Joan Crawford LIVES Show**"!!

And that's a scene from one of her famous movies?

No, it's a scene from her **INFAMOUS** biography! The **S & M** freaks will love it!







Doesn't it bother you ... sitting around... waiting for a big star to croak??

I manage to keep busy while I'm waiting! Like in here! This is my "Film Morgue"!

By keeping an active film library on all the biggies, if somebody drops dead today, I can be ready with a TV Special on them tonight!

What sick?! That's a Public Service!! The TV Viewers get turned on seeing a dead celebrity on the tube before he's even buried!!

Hmm! It figures!

That sounds SICK to me!!

You know what makes me sick? "Beatlemania"! I mean, doing the Beatles BEFORE they're dead!!

No... I get sick because I didn't think of it first!

You get sick because it's in such bad taste?

This is "Posterity Promenade," my gold mine of the future! It's chock full of priceless treasures that are soaring in value by the minute! Here's a Kleenex used by Streisand, a barf bag used by Kiss, a lens from John Denver's glasses, a lock of Neil Diamond's hair, and this was used by Dolly Parton...

I know she's BIG ... but this is ridiculous!!

That's her HAMMOCK, shmendrick!

I don't get it! Everyone that you mentioned is alive and well!

Nobody's immortal! Like the Boy Scouts say, "Be Prepared"!

What's this? A model of a graveyard??

Something even more valuable! A swamp—I mean—a farm that once belonged to a relative of James Dean! I'm selling it for \$10 a parcel!

Ten dollars an acre?! That's cheap!

No... not ten dollars an ACRE, Dummy! Ten dollars a SQUARE INCH!

Ten dollars a SQUARE INCH?! You must be making a fortune on this!

It's not ALL profit! Y'know how much it cost me to hire a lawyer to draw up six million deeds??!

You mean there are six million crazies willing to shell out good bread for a square inch of swamp! Barnum was right! There IS a sucker born every minute!

Barnum was ALL WET! There are HUNDREDS of suckers born every minute!!



Mr. Ghoul,  
you gotta  
help me—  
or I'm  
gonna kill  
myself!

A client left  
over from the  
old days!

NOW, he wants  
to kill himself!

**SCHMUCK!!** Why didn't you  
think of that when you had  
the **Number One** record?! I  
could've made you immortal!  
Now the way your discs sell,  
you might as well **LIVE!!**

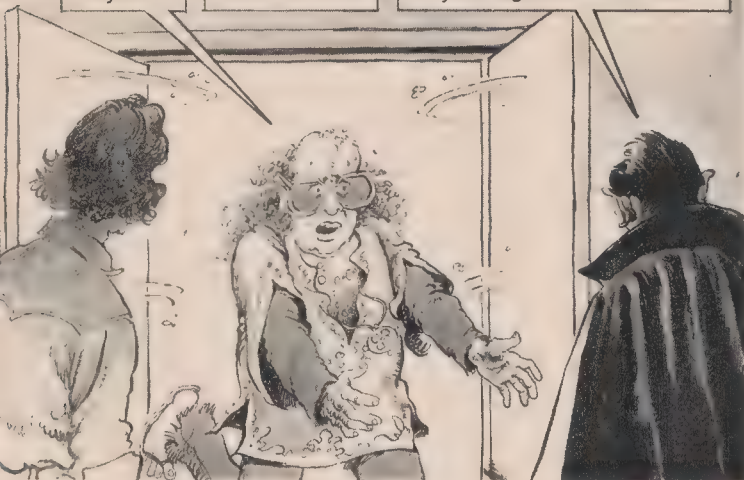
I'm desperate,  
Ghoul! Nobody  
even remembers  
my big hit  
record anymore!

What **WAS** it?!

It was  
—uh—  
Gee...  
I don't  
even  
remember  
it!!

Well, gi'me a call  
when you **DO!** I'm  
putting on my big  
"Golden Oldie" show  
soon... and maybe  
I can fit you in!

I knew  
you'd  
come  
through  
for me,  
Ghoul!  
Thanks!



That was very  
thoughtful of  
you to help  
that young man  
out, Mr. Ghoul!

Help him out?!  
Don't be a  
chopped liver  
head all your  
life, Revolyta!

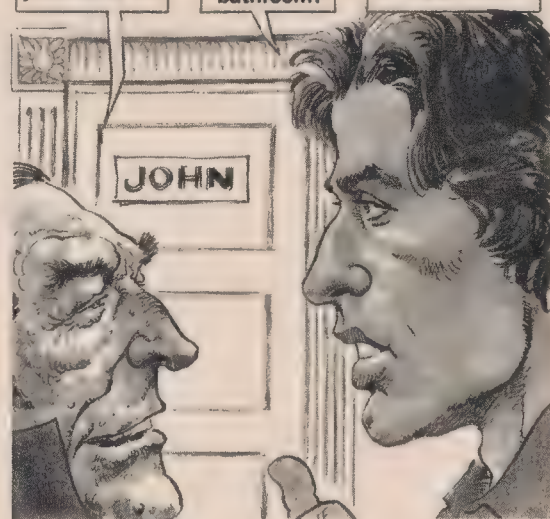
Nothing can be more  
depressing to these  
one-shot talents than  
to get another chance  
with an old success!

It's a guaranteed  
"Over-dose" trip!  
And we know who'll  
be there to pick  
up the pieces, eh?

Now this last  
room will  
really blow  
your mind...

You mean  
... the  
bathroom?

The "JOHN"—  
bagel brain,  
refers to  
**YOU**...



Heyyy!  
I'm  
Vinnie  
Barbarino!

Who...?  
What...?  
Why...?  
Huh...?

Grease  
is  
the  
word...

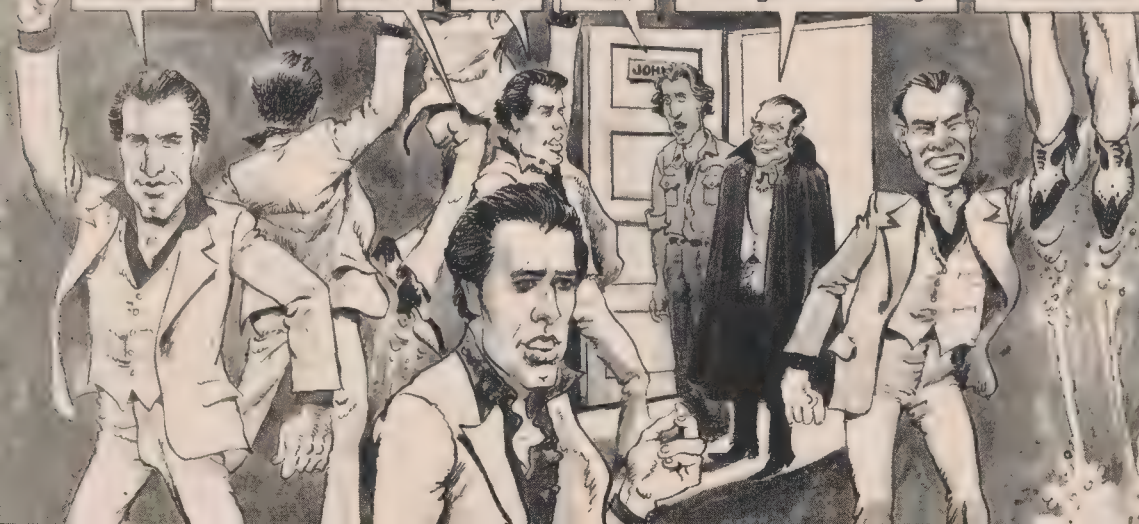
Stayin'  
alive,  
stayin'  
alive...

Hey!!  
They're  
doin'  
**ME!!**

Like I said... you never  
can tell! so look both  
ways when you cross the  
street goin' home tonight

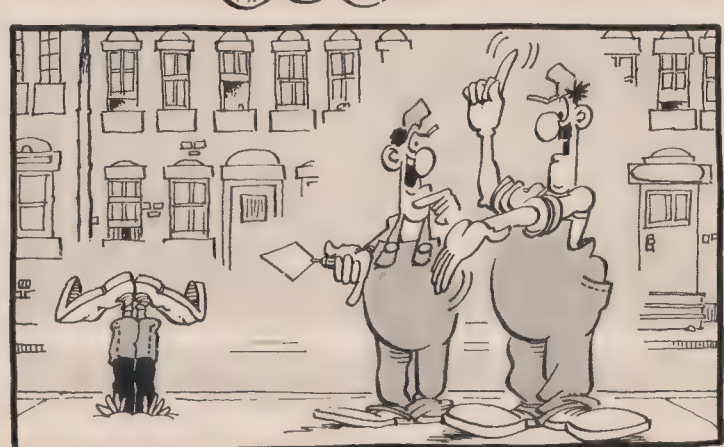
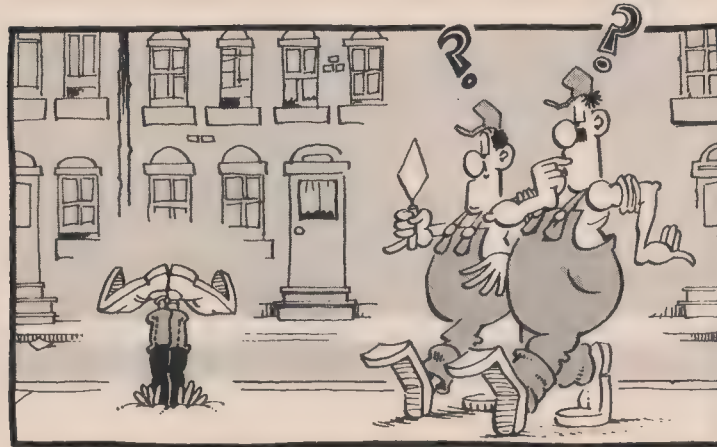
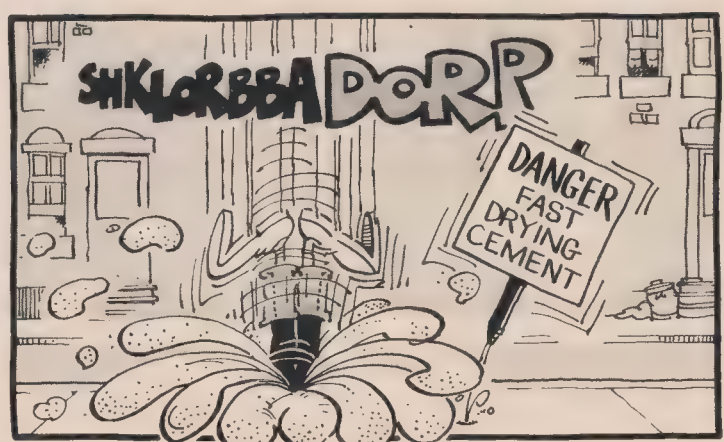
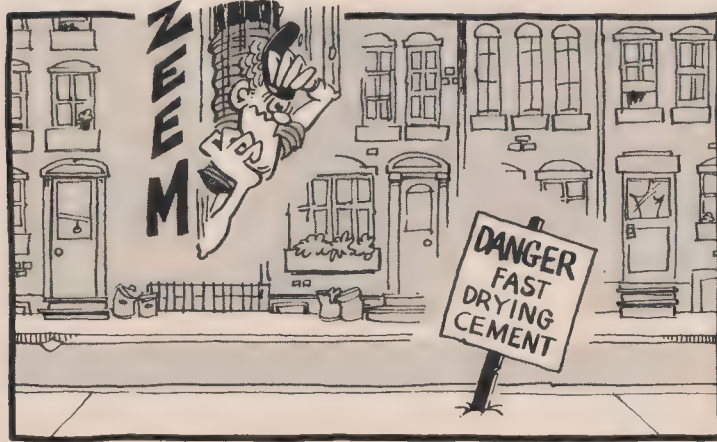
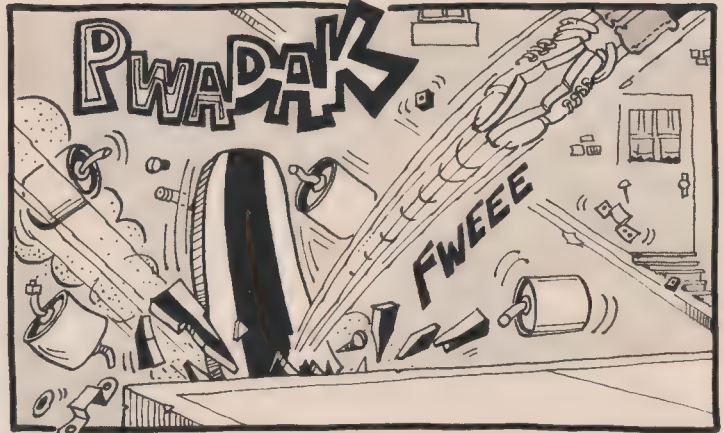
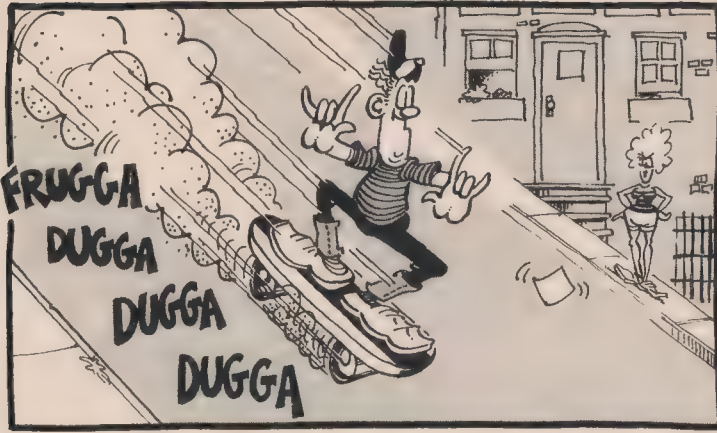
... or I just  
might make 10  
million bucks  
**TOMORROW!!**

This is—ulp— John Revolyta  
... signing off for **MAD!**  
See ya around... I **HOPE!!**





# ONE QUIET MORNING ON WILLOW ROAD EAST





Cemeteries are real downers, and they certainly aren't "fun" places to visit. But they *could* be if their tombstones and grave markers were jazzed up with

# DISTINCTIVE M

ARTIST: BOB CLARKE

FOR A  
TIGHTROPE WALKER

ORRIN  
SMEED  
1916-1966  
USED NO NET  
SHOWED NO FEAR  
MADE MISTAKE:  
WOUND UP HERE.

FOR A  
SWIMMER

LANCE  
LINGUINI  
1950-1973  
SAW FIVE SHARKS  
OFF THE COAST;  
FOUR HE MISSED;  
ONE LINGERED.

FOR A  
NOVICE FARMER

BEN  
1ST TRY  
1928-1975  
HERE LIES BEN,  
WHOSE LIFE WAS FULL--  
TILL HE TRIED  
TO KILL A BULL.

FOR AN  
URBAN DWELLER

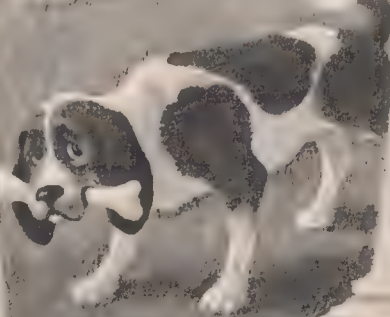
RALPH  
BINWIDDIE  
1915-1971  
RALPH FOUND OUT  
SURE AS HECK  
MUGGERS WON'T  
TAKE YOUR CHECK.

FOR AN  
AFRICAN EXPLORER

ZOLTAN  
ZAJDAR  
1955-1968  
ZOLTAN LEARNED  
WITH REGRET  
RHINOS DON'T  
MAKE GOOD PETS.

FOR AN  
OUTDOORSMAN

BRICE  
FOLLABEE  
1932-1969  
IT'S TOO LATE  
TO TELL YOUNG BRICE  
SOMETIMES LIGHTNING  
DOES STRIKE TWICE.





inscriptions that told about the poor departed people beneath them in cute, light, clever, humorous ways. Mainly, we'd like to see something like these

# MAD EPITAPHS

WRITER: FRANK JACOBS

FOR A  
PRINTER

RJP

MORRIS  
MEERSHAUM

1920-1961

STOOD TOO CLOSE  
TO THE PRESS;  
NOW THIS IS  
HIS ADDRESS.

FOR A  
VICTIM OF THE MOB

EDWARD  
STARRKRAVING  
1932-1969

EDWARD LEARNED  
WITH DISMAY  
LOANSHARKS MEAN  
WHAT THEY SAY.

FOR A  
HEART ATTACK VICTIM

DWIGHT  
FLENSCH

1903-1970

DWIGHT PULLED THROUGH  
WITH GREAT WILL;  
THEN, ALAS,  
CAME THE BILL.

FOR A  
DOG FANCIER

DUDLEY  
GROON

1904-1972

NO ONE TOLD  
POOR OLD DUDLEY  
DOBERMANS  
JUST AREN'T CUDDLY.

FOR A  
SKY DIVER

FOR A  
MOTORIST

GLENN  
SCHNURR

1927-1975

TRIED TO PASS  
TRAILER TRUCK;  
FOUND OUT QUICK  
WHAT'S A SCHMUCK.

KNUTTE  
KNOPP  
1925-1976

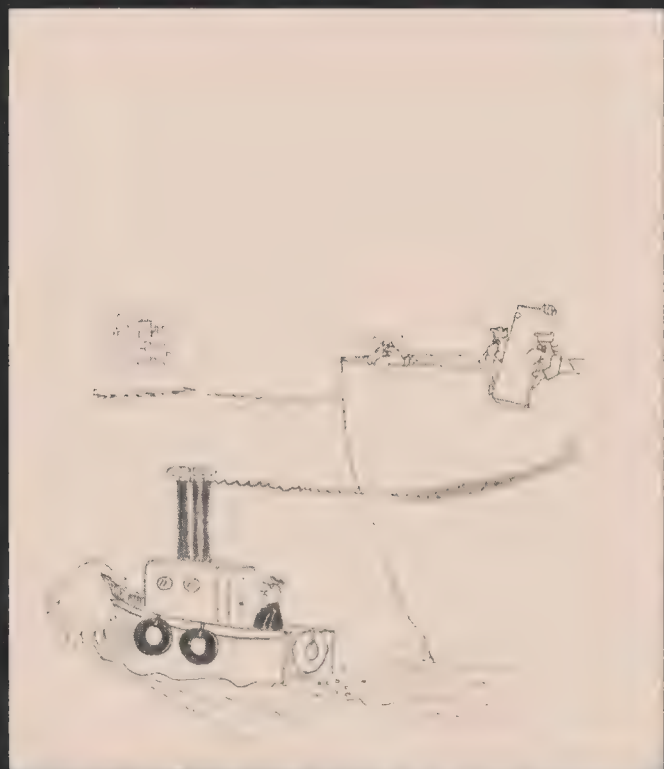
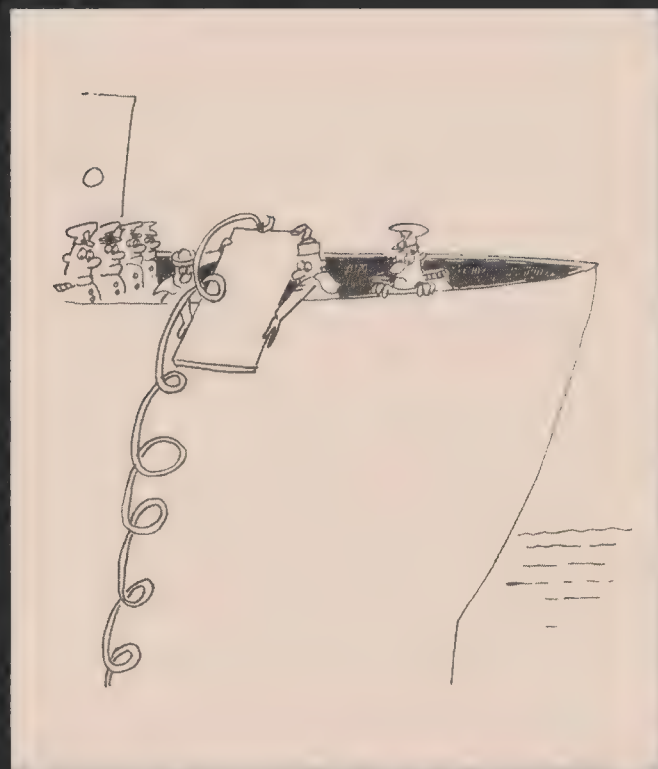
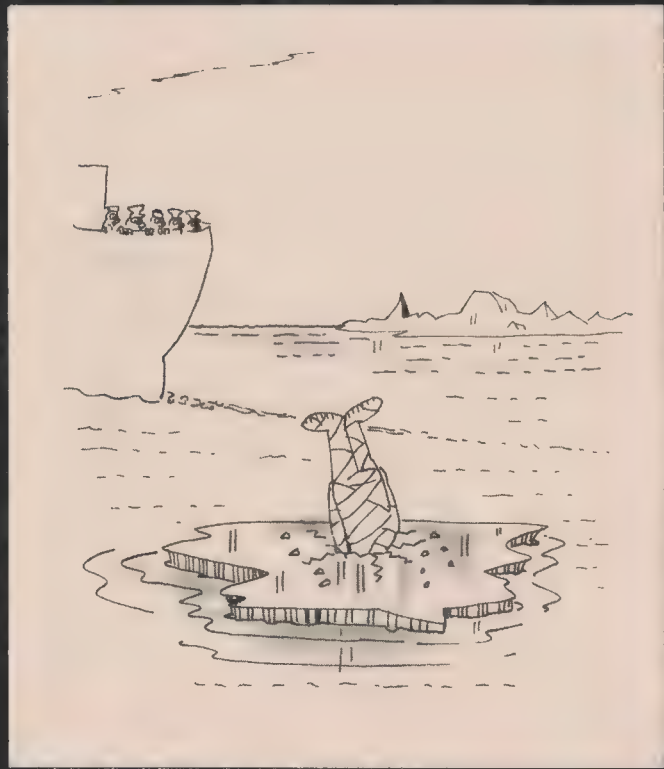
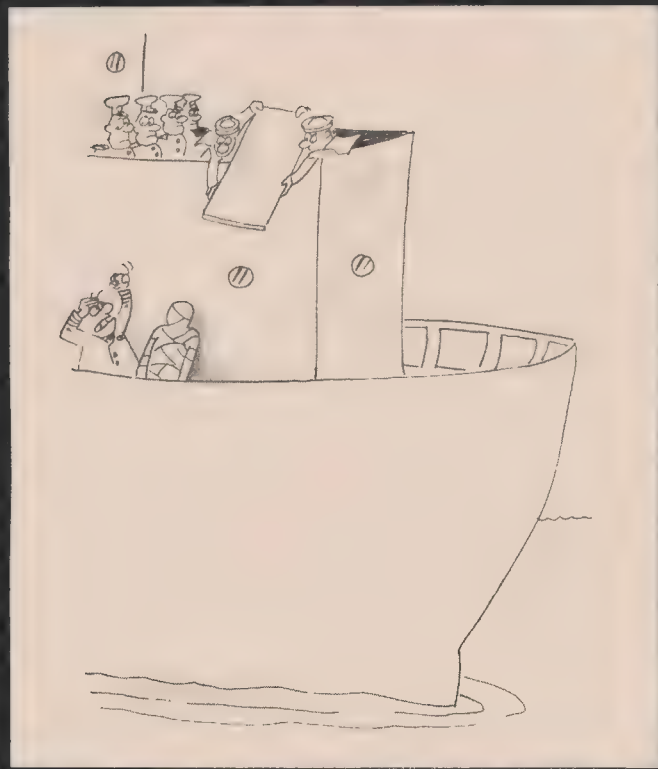
IN MID-AIR,  
BUCKLELESS KNUTTE  
LEARNED THAT MOTHS  
ATE HIS GRUTTE.



FLOAT SOME AND JETTISON SOME DEPT.

# A MAD LOOK AT

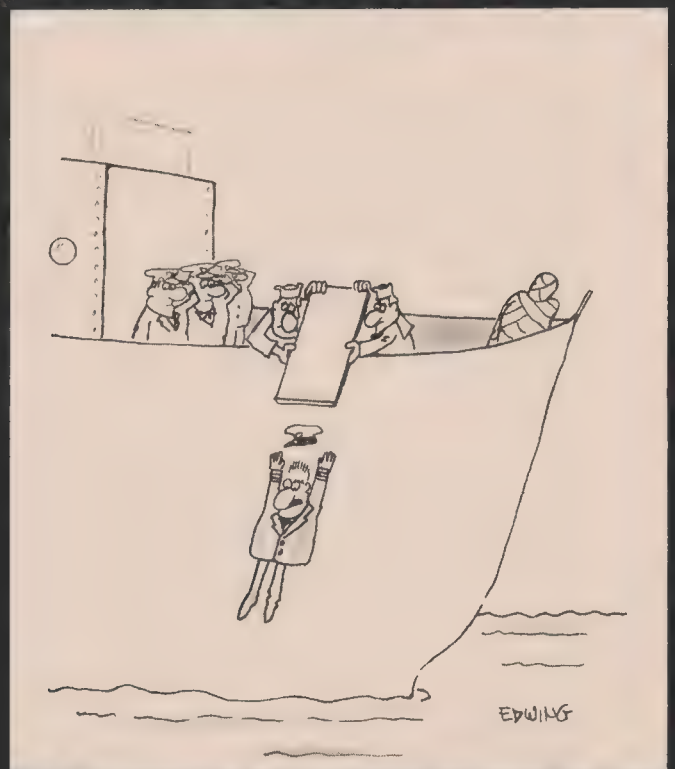
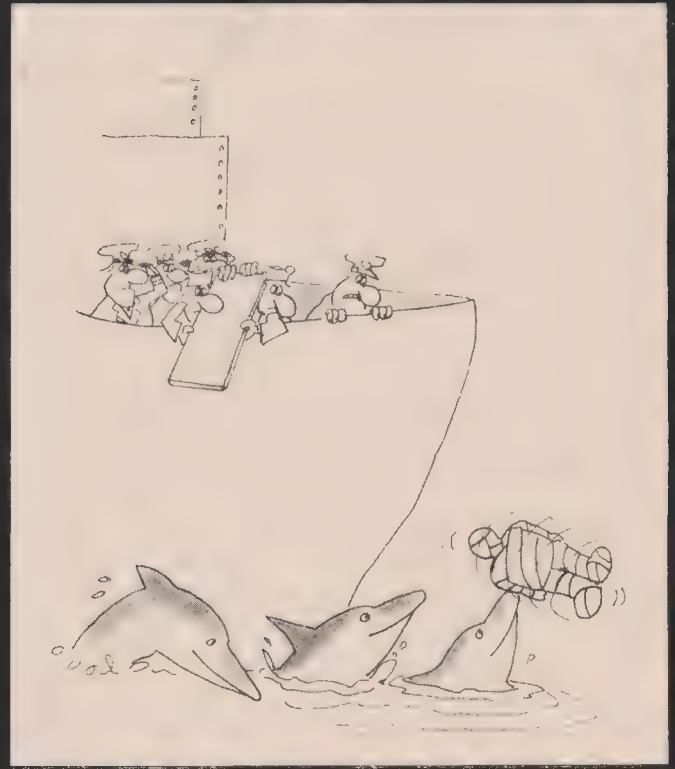
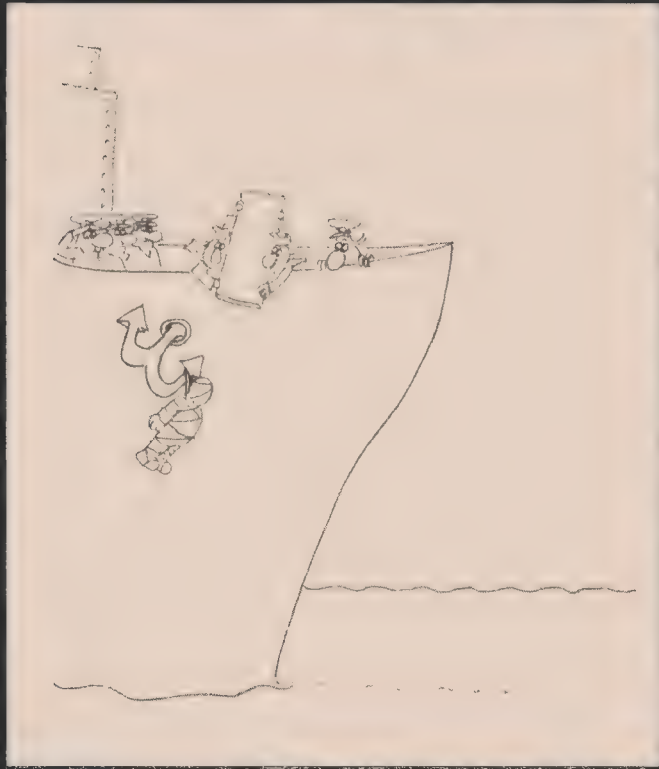
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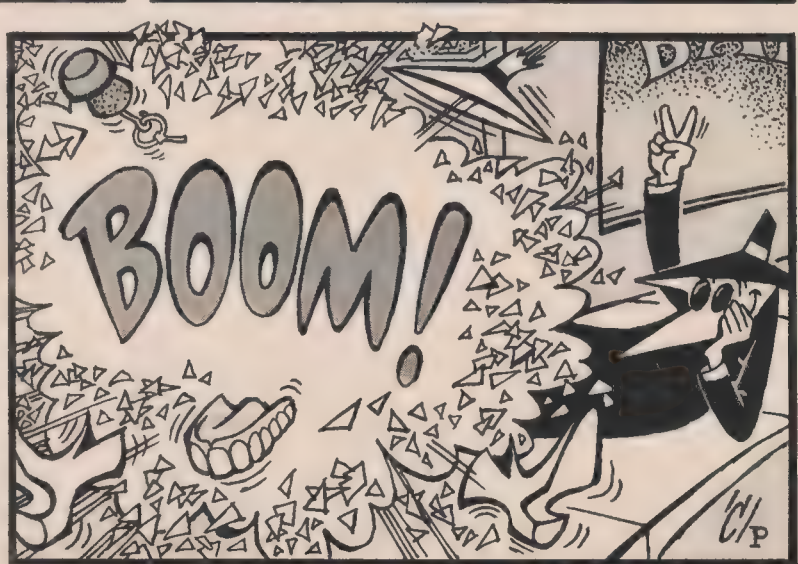
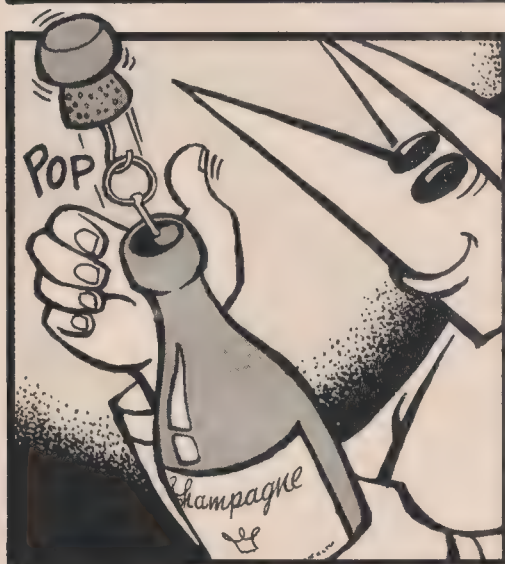
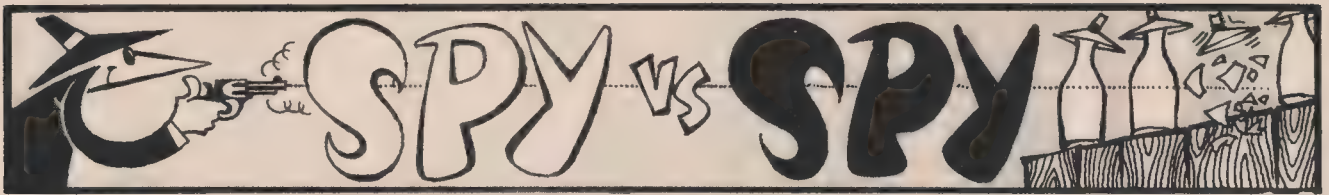


# AL AT SEA

ARTIST AND WRITER: DON EDWING

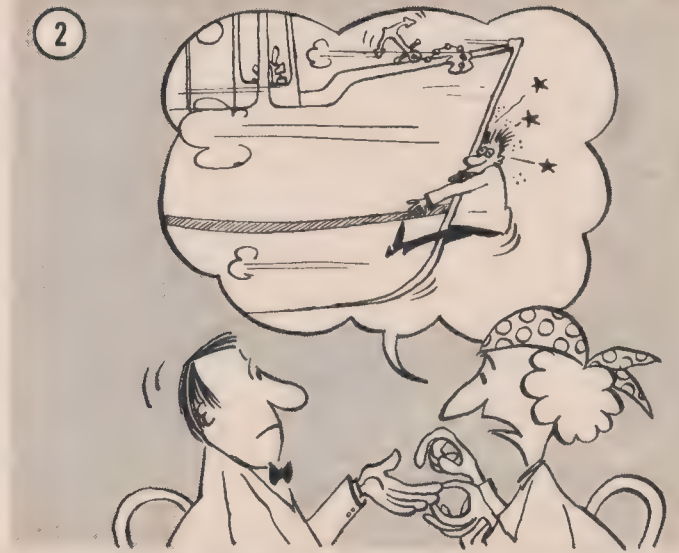




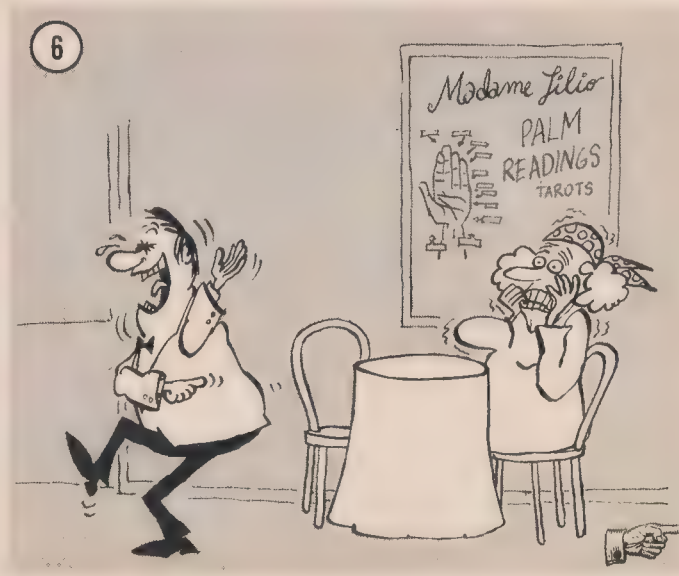




# FUTURE SHOCK



ARTIST & WRITER: SERGIO ARAGONES

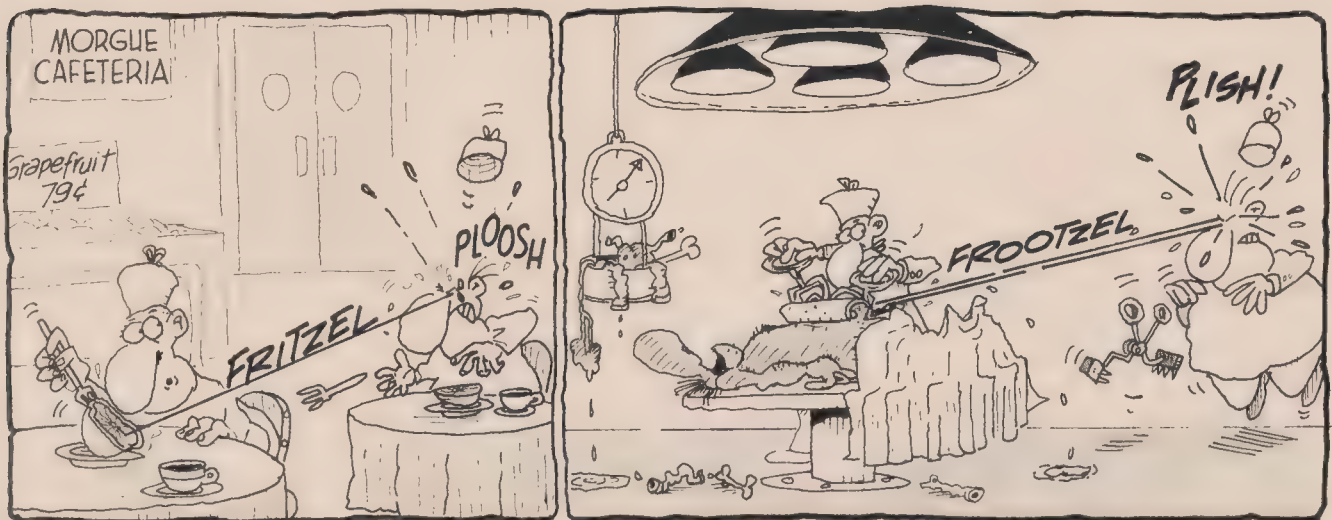
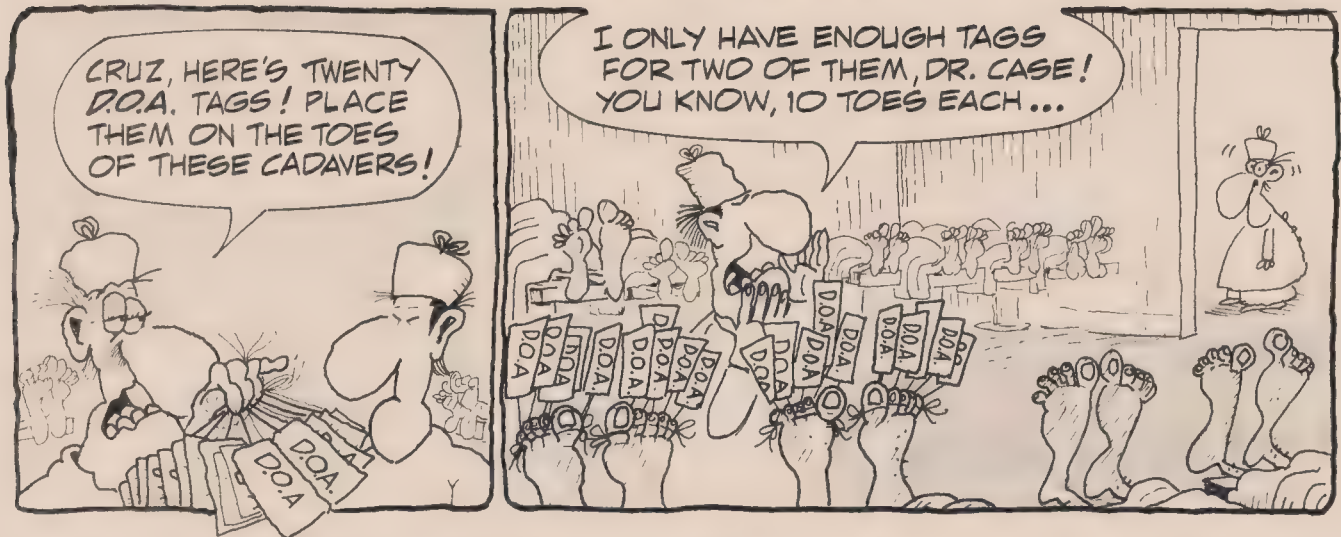




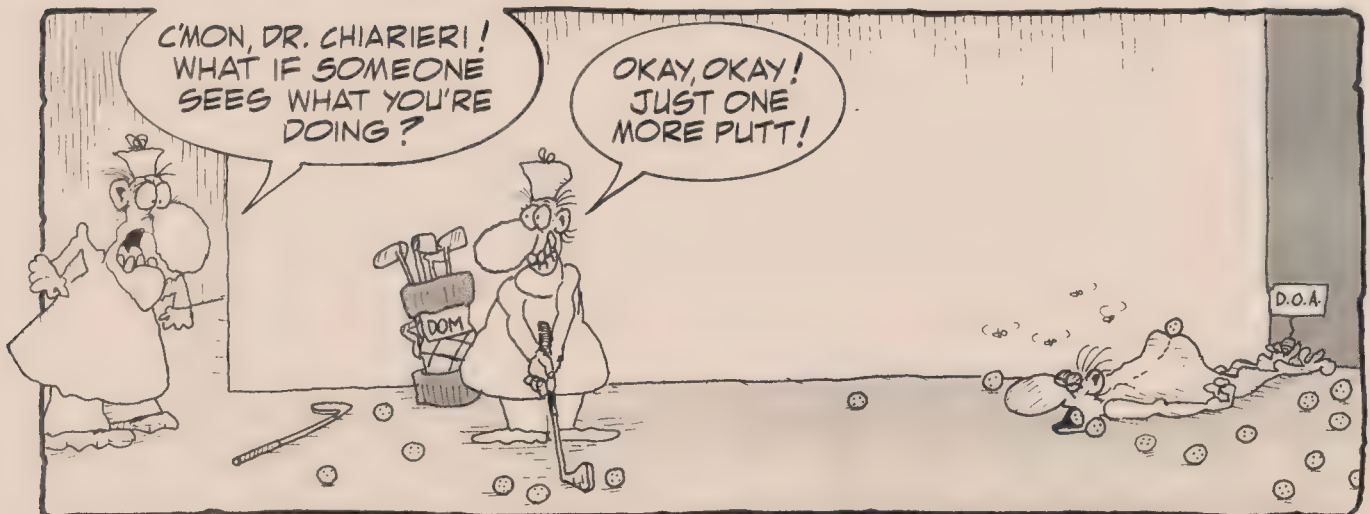




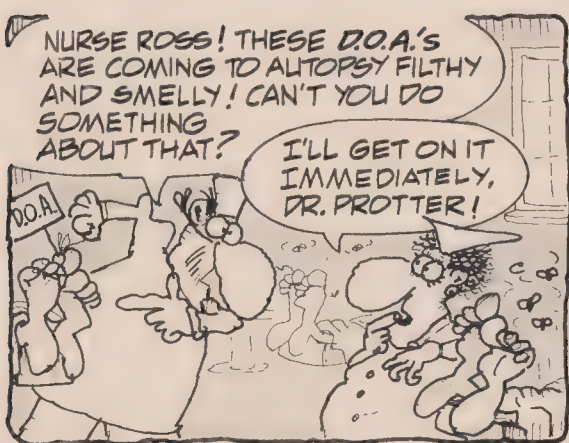
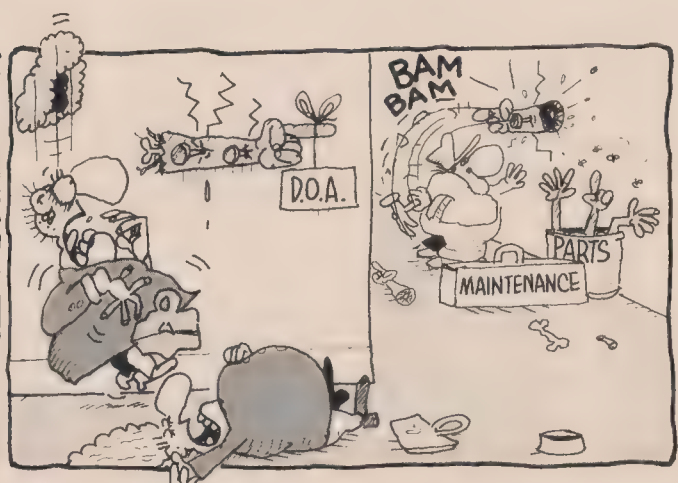
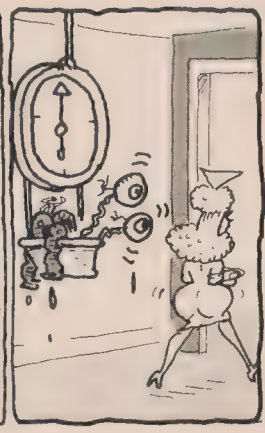
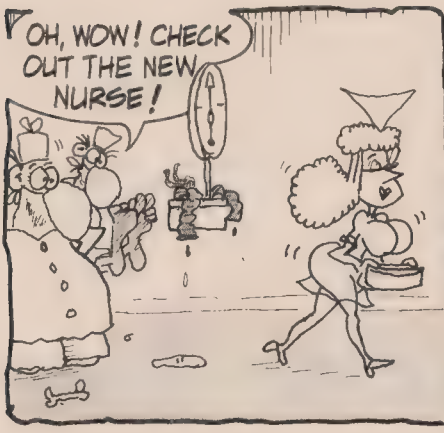
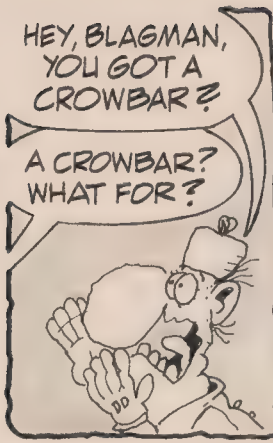
# DUCK EDWING D.O.A.



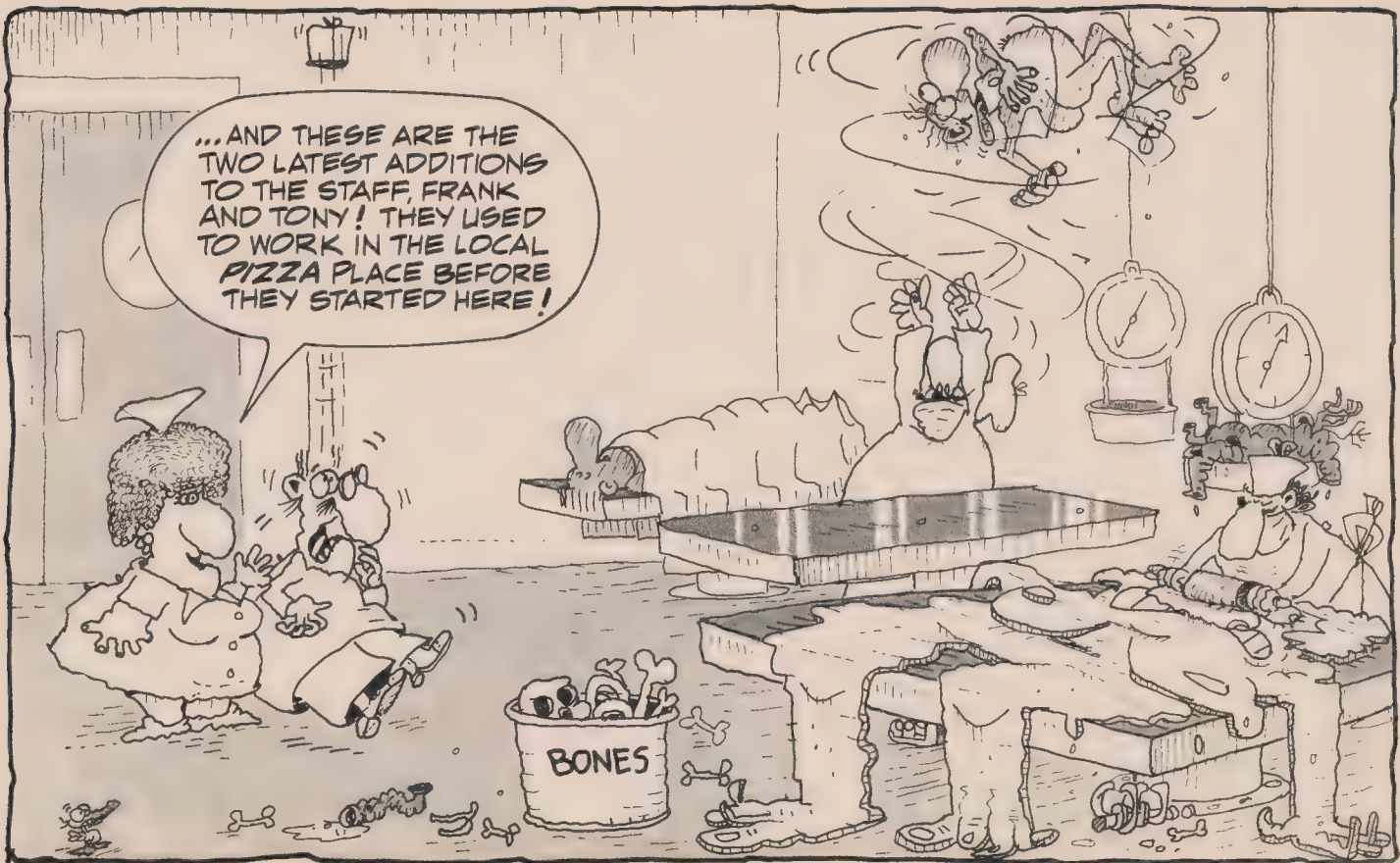
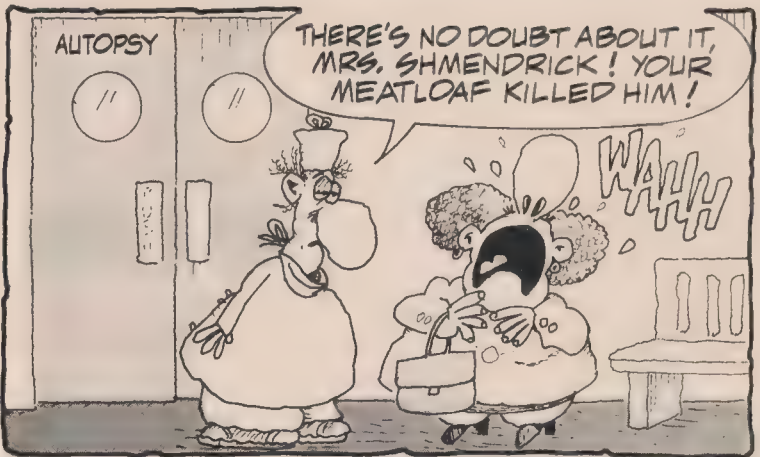
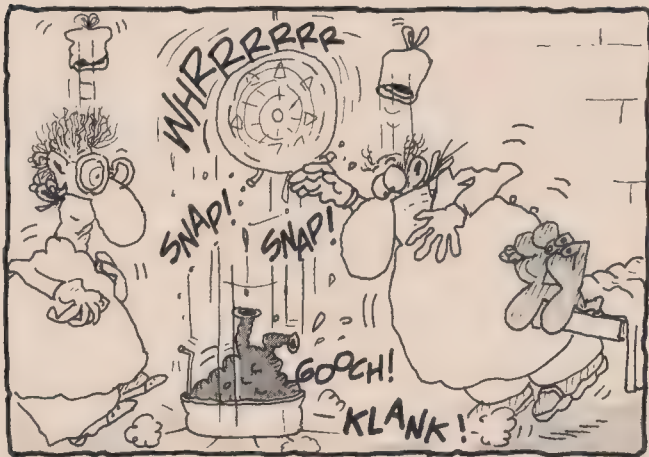
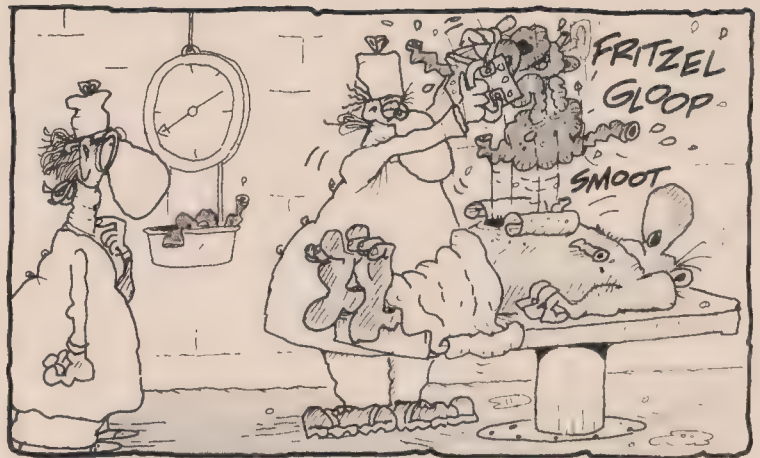
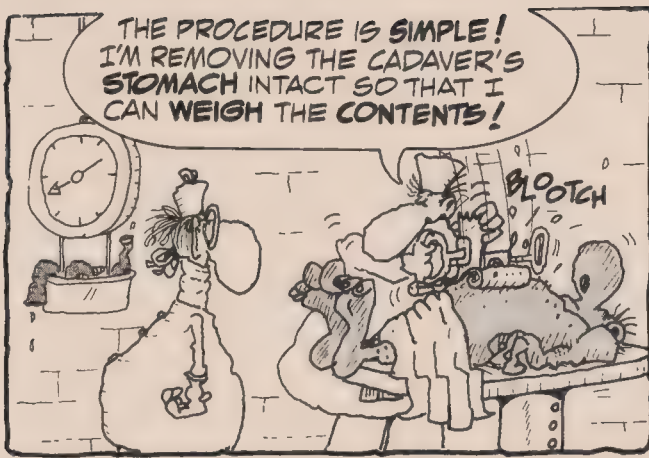
ARTIST AND WRITER: DUCK EDWING













# THE RESCUE



ARTIST: JOE ORLANDO

WRITER: SERGIO ARAGONES





Not too long ago, we confirmed the deaths of Mr. Clean, Charlie the Starkist Tuna and several other merchandising characters. It seems, however, that our list wasn't complete, and for MAD this won't do at all! Here, therefore, are

more

# OBITUARIES

## FOR MERCHANDISING CHARACTERS

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

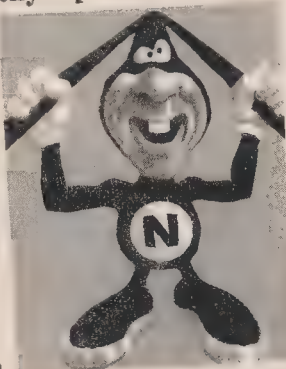
### Noid Dies After Plot Fails to Pan Out

The Noid, longtime Domino's nemesis, died today after a failed attempt to sabotage the company's pizzas with tainted anchovies.

"It was clearly an act of revenge by a desperate creature," said a Domino's executive. "After we dropped him from our advertising campaigns, he vowed to get even. I guess he still wanted a slice of the pie."

It is believed that the Noid infiltrated an unheated oven, then was baked to death after it was turned on. He tried to escape, but was held fast by the melting cheese.

Funeral arrangements are being handled by Domino's, who promise to deliver him to his grave in less than 30 minutes.



### Famed Party Animal Spuds MacKenzie Dies

Spuds MacKenzie, who electrified the nation with his beer drinking, carousing and gorgeous women, died today after being run over by a truck he was chasing. The Budweiser party animal had just turned six.

"He spotted a Miller Lite truck and went crazy," explained a Budweiser spokesman. "He was growling and snapping, determined to chase off the competition, but he got too close to the wheels. It's a great loss and we're as crushed as he is."

MacKenzie was hired by Budweiser as spokespooch in 1988, but not after some controversy. Several company executives feared he was giving the firm a black eye, and rumors persisted that he refused to be housebroken.

"Let's be fair to Spuds," the spokesman said. "Sure, he occasionally couldn't control himself at parties, but it's not easy holding all that beer."

MacKenzie will be buried on the company grounds, along with his leash, muzzle and diamond-studded collar. Pallbearers include Mighty Dog, Pluto, Snoopy, Marmaduke and McGruff, the Crime Dog.



### NBC Peacock Dies

The NBC Peacock, 47, died today of poor exposure after failing to fight off an epidemic of cable-TV programs and video-cassette releases.

He will be replaced by a turkey.





## Suicide Claims Life Of Exxon Tiger, 27

Suicide has claimed the life of the Exxon Tiger. He was 27.

The great cat, who inspired the slogan, "Put a tiger in your tank," was found in his locked garage with his motor running, a victim of carbon monoxide poisoning.

"I guess you could say it was a case of putting the tank in the tiger," joked an Exxon official.

According to friends, the Tiger had been extremely depressed ever since the Exxon oil spill in Alaska. As an endangered species, he was saddened by the loss of wildlife and felt ashamed of being the Exxon symbol.

"We'll probably stuff him and keep him as a trophy," said the Exxon executive, "or maybe use his hide as a slip-cover."

The company has no plans to acquire another tiger. "Most likely, we'll come up with another animal as a symbol—like a snake or a vulture," the executive said. He is survived by a brother, Tony the Tiger.



## Energizer Rabbit Dies Of Digestive Disorder

The Energizer Rabbit died today of a digestive ailment, brought on by eating the burritos while interrupting a Taco Bell commercial.

"He couldn't resist the Mexican food," an Energizer spokesman said. "Within hours he was going and going and going. It wasn't a pretty sight! We tried to rush him into a Kaopectate commercial, but by then it was too late. He was going, going, gone!"

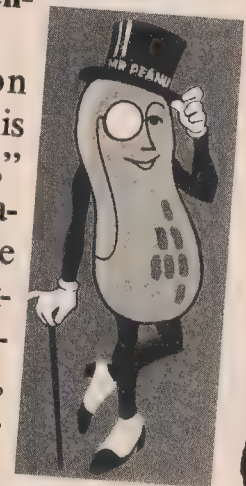


## Mr. Peanut, 72, Dies In Mental Hospital

Mr. Peanut, longtime Planters employee, died yesterday at 72. He had been confined to a mental hospital, suffering from a severe identity crisis.

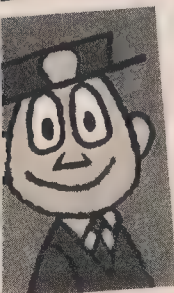
"He tried to put on rich, fancy airs with his top hat and monocle," said a company psychiatrist, "but deep down he knew he was only working for peanuts. He became terribly depressed, and despite years of therapy, we couldn't get him out of his shell. In the end, he was a certifiable nut case."

As of today, company officials had not decided whether to give him a funeral or a posthumous roast.



## Mr. Zip Dies at 36

According to a press release postmarked March 25, 1987, but received only today, Mr. Zip is dead after collapsing beneath several tons of junk mail. He was 36.



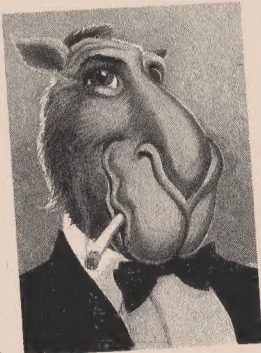


## Smooth Character Dies After Missile Attack

Smooth Character, the humped symbol of Camel Cigarettes, has died of injuries suffered during a missile attack. He was 11.

According to a close friend, the Marlboro Man, the Smooth Character had been visiting relatives in Kuwait during Operation Desert Storm. He was struck by fragments of a Patriot Missile that had intercepted an incoming Scud.

"Actually his death is good for us," a Camel spokesman said today. "It proves beyond all doubt that smoking doesn't kill you, but missiles do."



## Bluebonnet Girl, 41, Dies

The Bluebonnet Girl, 41, died today of exhaustion. Company officials blamed her death on an ever-increasing workload.

"It was clear she was spreading herself too thin," said a spokesman.

In accordance with her will, she will be cremated with her ashes scattered over all 50 states. "After all," she said recently, "everything's better with Bluebonnet on it."



## Uncle Ben, 84, Dies In Racial Incident

Uncle Ben, 84, died today from injuries suffered in a racially motivated incident.

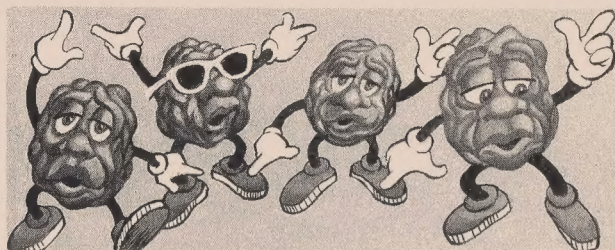
According to witnesses, he was stopped by Los Angeles police officers for no apparent reason. Though normally mild-mannered, Uncle Ben became stirred up and boiled over at the unlawful detainment, and a pressure-cooker situation quickly developed.

"We told him to put a lid on it," said one of the officers, "but he was in hot water from the start."

"No way," said Aunt Jemima, a neighbor. "Sure, he got steamed, but what they did to him goes against the grain."

Funeral arrangements are not complete, due to no one knowing Uncle Ben's religious preference. It is believed he was recently converted.

## California Raisins Die of Old Age



The California Raisins, who sang and danced their way to national acclaim, have died of old age, according to news heard through the grapevine.

"It's not all that surprising," said Sun Maid, a close friend. "They were all dried up and wrinkled and feeling boxed in with age."

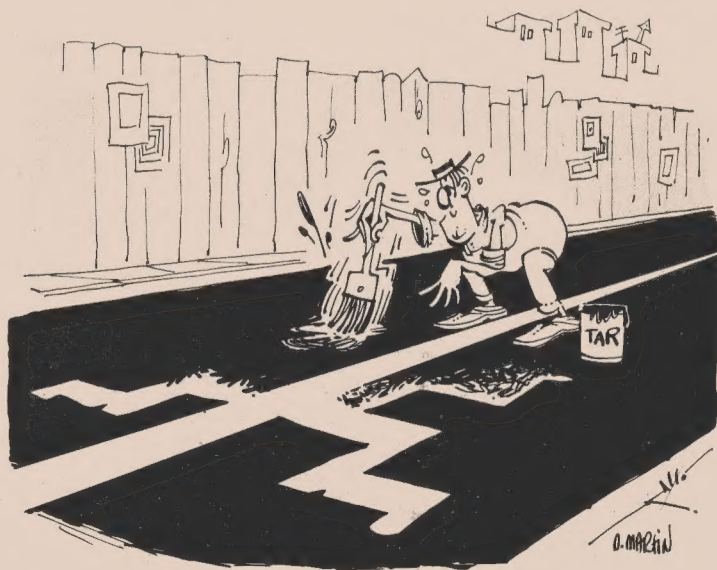
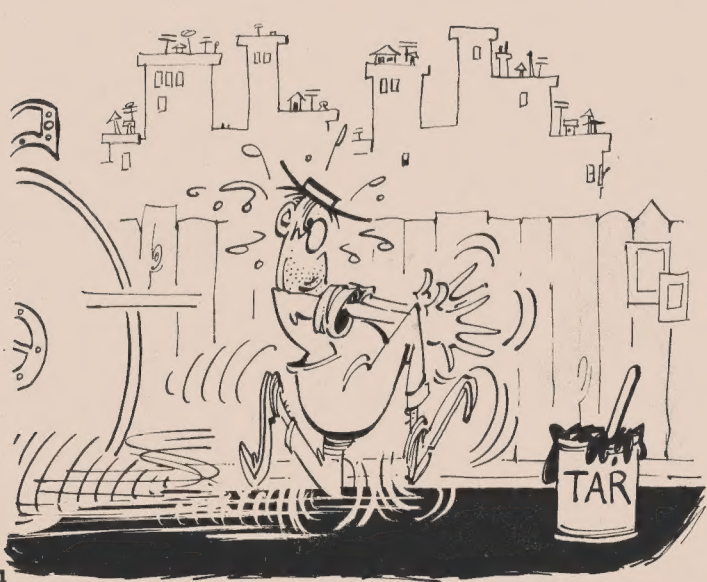
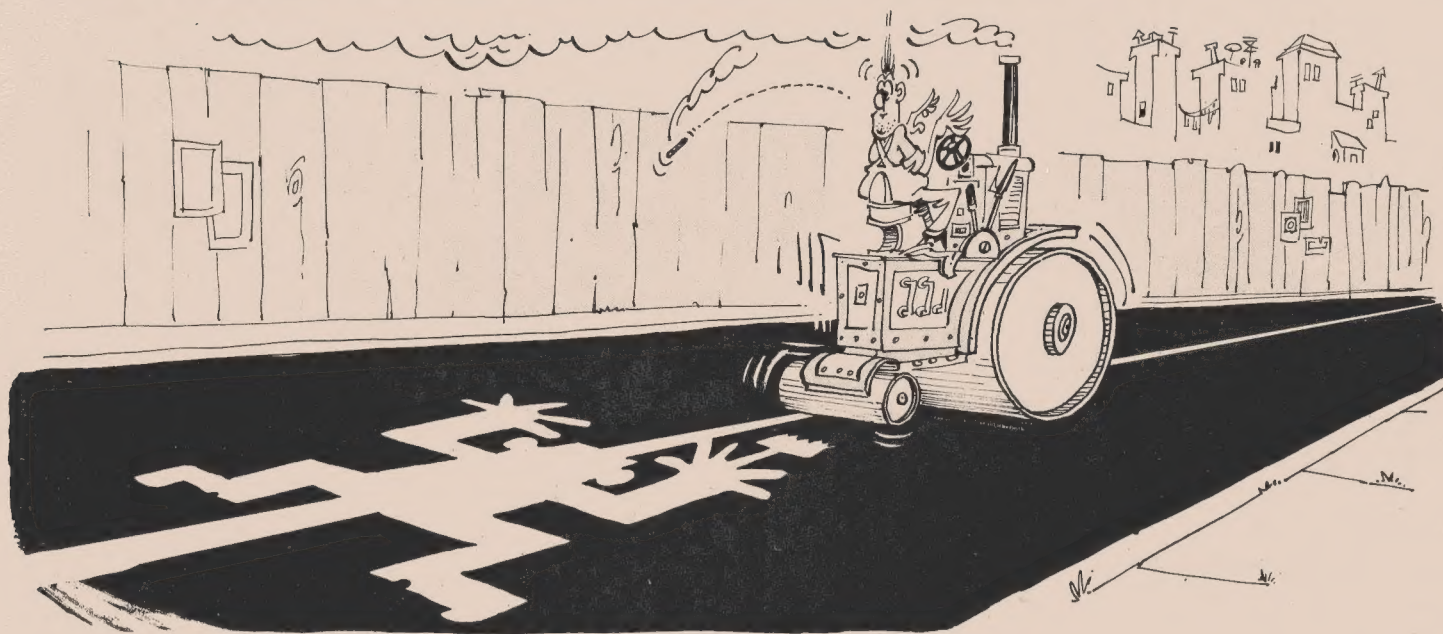
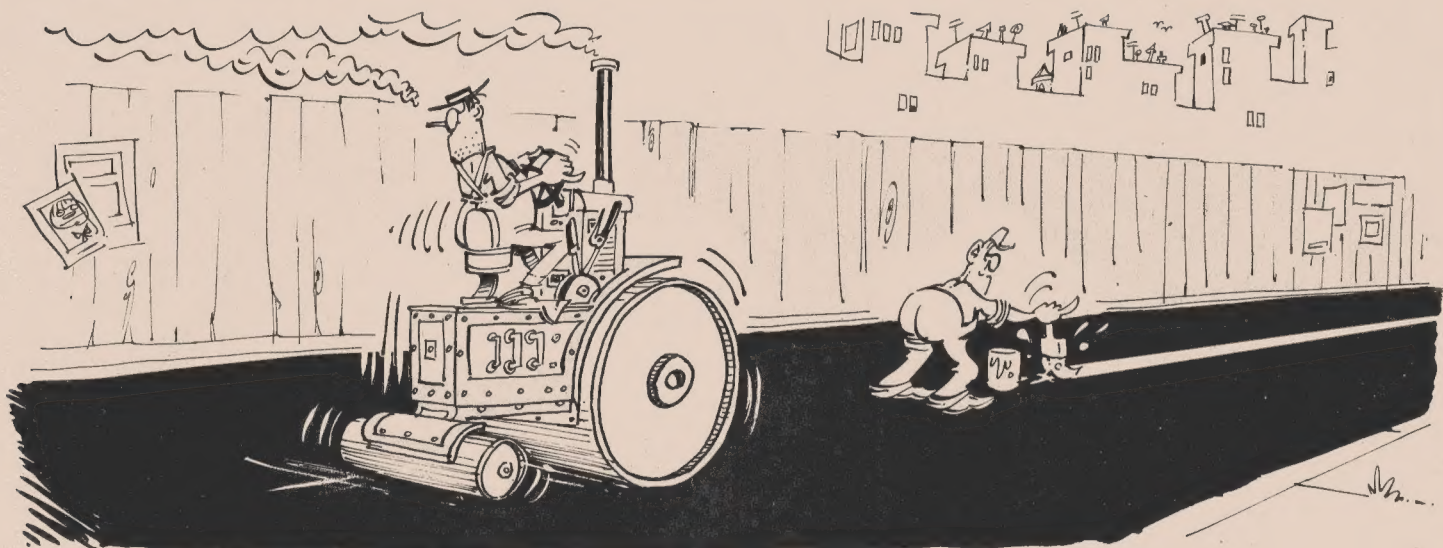
The group made their show-business debut as youngsters, calling themselves The Grapettes. Though green newcomers, they soon displayed the seeds of greatness. "A most pleasing bunch," said a local critic, who lauded them for their good taste.

As the years passed, however, the group appeared to run out of juice, forcing a major career change. "When they hung us out to dry, we gave our routine a new wrinkle," said one of the raisins last year, "and the fruit of our efforts paid off."





# ON THE ROAD



D. MARTIN



# SELF-PORTRAIT

WRITER & ARTIST: AL JAFFEE

